

AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LV No. 4

FEBRUARY 15, 1932

Per Copy 15c

**"CALAMITY--
COME DOWN
OFF THAT ROOF!"**

THE ARK

THE STORRS & HARRISON CO.
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FREIGHT
P. O. ADDRESS OF CONSIGNEE
2/1/32

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the timer is going down to
Old water is going down to
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rock foundation and a
elevation, and all
that fine! Crops are
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new stock
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Spring Bulletin.
We'll be seeing you.*

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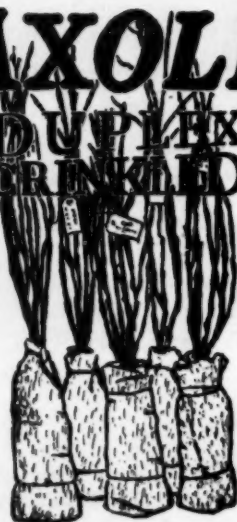
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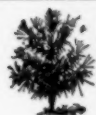
THIS DEPARTMENT REPRESENTS

American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1910, Will Hold Its Fourteenth Annual Meeting
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AMERICAN NURSERYMAN
Chief Exponent of the Trade

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. 1932 Convention—West Baden Springs, Ind.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.

California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Russell Harmon, Stroudsburg, Pa.

Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.

Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton.

Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

Long Island Nurserymen's Association—H. Fiel, Secy., Lynbrook, L. I.

Ass'n of Kansas Nurserymen—Charles Scott, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, Secy., West Newbury.

Michigan Association of Nurserymen—N. I. W. Kriek, Secy., Lansing.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Secy., Lilydale Nurs., Long Beach.

Missouri Nurserymen's Association—William A. Weber, Secy., Affton.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—Fred D. Osman, Secy., New Brunswick. Feb. 25-26, Robert Treat Hotel, Newark, N. J.

New York Nurserymen's Association—Charles J. Maloy, Secy., Rochester.

Northern Retail Nurserymen's Association—H. G. Loftus, Secy., 19 Arthur Ave. S. E., Minneapolis, Minn.

Ohio Nurserymen's Association—G. Walter Burwell, Secy., 4060 E. Main St., Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Roy, 5310 Belle Isle Ave., Okla. City.

Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash.

Pennsylvania Association of Nurserymen—H. L. Haupt, Hatboro, Pa.

Rhode Island Nurserymen's Association—Chas. Kempenaar, secy., Portsmouth.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

South Dakota Nurserymen's Association—J. B. Taylor, secy., Ipswich.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—L. B. Merrick, Secy., Merrick Nursery, Whittier, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Secy., Charlotte, N. C. 1932: Chattanooga, Tenn.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville.

Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Virginia Nurserymen's Association—W. N. Roper, Secy., Petersburg.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Secy., Estevan, Sask.

Wisconsin Nurserymen's Association—M. C. Hepler, secy., Pardeeville.

LESS THAN FOUR CENTS A WEEK—
AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.00 per year; two years for \$3.00. A one-inch advertisement for \$2.10; under yearly term, \$1.90.

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and

L. C. CHADWICK

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A nurseryman says: "It will save some nurserymen hundreds—perhaps thousands—of dollars this coming season to read the propagating tables alone."

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Practical departments and active committees.
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LEADING GROWERS DEPEND UPON IT FOR PROTECTION AGAINST—THRIPS, APHIS, BLACK FLY, MIDGE, ETC. HERE IS SOUND EVIDENCE

June 1, 1931

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AMERICAN NURSERYMAN — February 15, 1932

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carrier operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

20 State Street,
Rochester, N. Y.

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deep work



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There's a size of track-type "Caterpillar" to fit your nursery's power needs—with an unusual combination of money-making performance features to propagate your profits.

Caterpillar Tractor Co., Peoria, Ill., U.S.A.
Track-type Tractors Road Machinery
Combines

(There's a "Caterpillar" Dealer Near You)



Please send me information regarding the use of "Caterpillar" Tractors in nurseries.

Name

Address

Type of Nursery

NOTE: Please indicate your specialty, such as bulb, ornamental, fruit, etc., for specific information.

CATERPILLAR

REG. U. S. PAT. OFF.

T R A C T O R

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LV

ROCHESTER, N. Y., FEBRUARY 15, 1932

No. 4

Time Is Coming When Good Customer Will Rebel

Against Helping to Carry the Poor Customer on Your Books and Will Transfer His Business, Said Secretary Vaughan of Cleveland Credit Men

At Annual Meeting of Ohio Nurserymen's Association in Columbus

Loose Credit—One of the most valuable talks made before the convention was that by J. E. Vaughan, Jr., secretary of the Cleveland Association of Credit Men. Mr. Vaughan told, in a striking way, of the loose methods of credit employed by many businesses, including Nurserymen, and of losses. He stated that the direct losses through poor credit are more than equal to the value of the entire corn and wheat crops of the country.

He criticized the Nurserymen severely for their loose ways of selling and in extending credit. He told of the old Chinese custom of settling debts once a year and said that the closest approximation to this old custom was that of the Nurseryman with two pay-days a year.

He made a telling point by comparing the good customer who buys regularly, pays cash promptly and is a profit, with the unreliable customer who does not pay and upon whom the Nurseryman often must take a loss.

"The time is coming when this good customer will rebel against helping to carry the poor customer on your books and he will transfer his business to some firm that does not expect him to do so," Mr. Vaughan declared.

Advertising was discussed by Col. W. M. Mumm, of the Mumm-Romer-Jaycox Advertising Agency of Columbus. Colonel Mumm was at one time connected with an eastern Nursery and was editor of a garden magazine and since has had direct relations with a number of Nurseries in preparation of catalogues and advertising copy. He discussed catalogues and the present National Advertising Campaign of the American Association of Nurserymen.

"The catalogue business is not on the way out as some would have us believe," said this veteran advertising man. "There will still continue to be a desirable amount of business to be derived from catalogue sales in plants, bulbs and seeds. For instance, half of the people of the country live in rural districts and may not be near a retail Nursery or store. Then most of the Nurseries are located around the edges of large cities and may not be near to customers living in the smaller towns."

Campaign Criticized—While the National Advertising Campaign has been a splendid job, Colonel Mumm said, he criticized it by saying that he does not believe it has gone far enough.

"I read the ad, I send for a booklet and the desire comes to beautify my back yard. But where am I going to go to get the materials to carry out that desire? Your association has stirred up that desire, then stopped."

"I may send away for my materials. I may buy from some Nursery that hasn't contributed to the advertising fund. You haven't told him who the ones are who have contributed. The national association could not send the names of these inquirers back—it would not be practical. But the least it could do would be to go a step further and when someone writes in for a booklet,

have sent with it a list of names in his county where he can buy Nursery stock.

"As it is now," the speaker stated, "the fellows who do not contribute get a large amount of the business."

Talk Style More—If only the Nurseryman would talk style more, said Alfred C. Hottes, associate editor of Better Homes and Gardens, in his talk on "An Editor Looks at Nurserymen." If they could only get across the idea that a certain plant is fashionable in the way that the manufacturers of Eugenie hats put across the idea that every woman must have one and in two weeks every woman did.

He emphasized that the Nurseryman must put himself in the place of people who come to buy plants and see through their eyes. Do not show red plants to a person who doesn't like red. Do this with every customer, no matter how small the order. You don't know but that the fellow who buys a little today may be the chairman of a city beautification campaign some day. Selling is a matter of psychology.

Highway Fund Needed—A talk to which the Nurserymen listened attentively was that on highway beautification by Harry E. Neal, traffic engineer of the state highway department. After recounting what other states are doing, he showed by quotation from Ohio laws that it is not possible at present for the highway department to use any of its funds for planting. He recommended that the Nurserymen ask for legislation that would make this possible.

Later, in the business meeting, when Parker Leonard, chairman of the highway beautification committee, made his report, he recommended that the association join forces with the Ohio Association of Garden Clubs and other agencies to urge the passage of such a measure in the next session of the legislature.

Peony Growers Enterprise

At a meeting of wholesale peony growers at Hotel Sherman, Chicago, Jan. 12, it was agreed that proper distribution of a peony chart, showing a collection of fine peonies in full color would increase peony sales in general. It therefore was decided to ask the cooperation of all those interested in producing a chart that will show 12 modern varieties of peonies and one large garden scene in which peonies predominate. The size to be 22 x 30 inches, on 120 lb. enamel, with calendar tins for hanging.

Distribution will be to most logical retail outlets by pooling mailing lists of contributors, to avoid duplications and waste.

The contributors will naturally receive the greatest benefit as they will receive publicity as the leading growers of fine peonies and besides will receive a number of charts for their direct use. Further details may be obtained from N. I. W. Kriek, The Cottage Gardens, Lansing, Mich.

The committee consists of W. F. Christman, Northbrook Gardens, Northbrook, Ill.; Clarence W. Hubbard, Lake Forest, Ill.; A. M. Grootendorst, Benton Harbor, Mich.; N. I. W. Kriek, Lansing, Mich.

Live Oak Beautifies South

In his address at the recent meeting of the Gulf Coast Horticultural Association, in Alvin, Tex., R. H. Bushway, well-known Houston, Tex., Nurseryman, discussed highway beautification, urging in particular the planting of the Live oak, *Quercus virginiana*. "This oak," he said, "is beyond question the most beautiful as well as the most typical of our native trees." He emphasized the importance of proper selection of trees and proper planting; for otherwise highway beautification may be set back many years.

"The ideal tree would fit the following specifications: A Nursery-grown live oak, grown from selected acorns, the trunk to be not less than 1½ nor more than 3 inches in diameter at the ground and trained to a straight stem not less than 9 feet to the first branches, and having a well-balanced head. Dig such a tree with a large ball of earth tightly incased with burlap, cut back the top branches severely, plant in well prepared soil, cultivate thoroughly, and fine results will follow. The tree must be kept in perfect tilth throughout the summer. A well-organized maintenance crew is very much like a section crew on the railroad and under direction of a competent foreman the work may be well done at a modest cost."

Oregon's English Holly

The following resolution is self-explanatory:

"Resolved by the Portland Nursery Club, Inc., at its regular meeting in the Weatherly Building Jan. 13, 1932, that we hereby urge our State Department of Agriculture, Salem, Oregon, to take immediate steps to prevent the entry into this state from sections of the California known to be infested with citrus white fly, or from any other states or portions of states so infested, all citrus products and any other hosts, plant or product, of the citrus white fly, known to harbor or capable of harboring or carrying this insect in any of its stages of development.—B. A. Mitchell, President."

English holly growers in Oregon regard their product as superior, demand from other parts of this country being in excess of supply. The industry in Oregon is in its infancy, but growing rapidly. The extensive demand, the shortage and the length of time required to mature a crop assures a continued demand below the saturation point.

Not so easy as in the case of some Nursery trade associations is it to get into the Western Association of Nurserymen membership. Chairman E. P. Bernardin, of the membership committee, reported at the recent convention that, of the three applications for membership, one had been approved, one was disapproved and one was referred to the association for action. This is the association, by the way, that has a sergeant-at-arms. Visitors admitted are duly introduced in formal session.

Joint Movement for Beautifying New England

Nurserymen's State Association and Forestry Body to Issue Bulletin to Civic and Patriotic Clubs—Sample Plantings in Five States May Be Feature

New England Meeting Continued

Beautifying New England—On the second morning Harris A. Reynolds, secretary of the Massachusetts Forestry Association, spoke interestingly and at some length on "The Wayside Trading Post," referring not only to gas stations but the numerous lunch rooms, fruit and vegetable stands and others. It was the attractively planted stands which were the most profitable and there was a tremendous field of development possible in which Nurserymen, he felt, might well join with his association. He with W. N. Craig as a joint committee had considered this matter at length and favored the issuance of a bulletin illustrated sufficiently to show the contrast between stations well planted and the reverse and that 10,000 copies of these bulletins be sent to garden clubs, women's clubs, D. A. R. bodies, granges and other bodies devoted to civic betterment in New England; that possibly a few sample plantings through the New England states could be arranged for and that this and the efforts of the Nurserymen themselves would, in additions to beautifying New England, bring not a little business to the Nurserymen in plantings and caring for the same. This matter was referred to a committee of three with H. V. Lawrence as chairman, an appropriation towards the necessary expense being voted to be at the disposal of the committee.

Nursery Exhibits—"What Is the Real Value of Exhibits by Nurserymen at Horticultural Exhibitions?" was thoughtfully discussed by Harlan P. Kelsey, Jr., Seth Kelsey and others. The majority opinion seemed to be that such exhibits, while costly, well paid for themselves in the long run. Mr. Kelsey stated that the exhibit his firm made at the Centennial Exhibition of 1929 in Boston cost more than \$5,500, but he felt this was money well expended.

Market Development—Paul V. Fortmiller discussed the publicity and market development campaign and what it had accomplished. He quoted numerous statistics to show that it had blazed the way for greatly increased plantings and made thousands of people more garden minded. This year finishes the four year Campaign. The great question now is whether the Campaign can be continued. After some discussion which showed a difference of opinion in regards to the value of the publicity campaign Mr. Fortmiller was given a hearty vote of thanks.

Hardy Plant Material—W. N. Craig gave an illustrated talk with 175 slides on "New Desirable and Unusual Hardy Plant Material." Commencing with hardy perennials he showed some of the newer oriental poppies and iris; peonies like Solange, Walter Faxon and Le Cygne; corymbosum Aladdin, the new viola Royal Gem, asters hybridus luteus and Skylands Queen, Sidalceas, Kniphofias, Primulas, Aconitums, Salvia pitcheri and others, numerous varieties of tulips including some of the species, narcissus in all types amongst which were bulbocodium conspicuous and triandrus albus, scillas chionodoxas, fritillarias, camassia Lichtleni, Eremuri in variety, species of crocus, Helleborus niger, cypripediums, trilliums, etc. amongst hardy bulbous ma-

terial such flowering shrubs as Kolkwitzia amabilis, Cornus Kousa chinensis, Vitex macrophylla, various malus, hypericums, etc. There were over 40 slides of lilies including such as pardalinum giganteum, Krameri, Bakerianum, occidentale, Humboldt magnificum, ochraceum, sulphureum, testaceum, Washingtonianum, Sceptre giganteum himalaicum and many less common varieties. There were many slides of roses with such old ones as York and Lancaster included with Primrose, The New Dawn, Mme. Gregoire Staechelin, Jacotte, Mrs. E. P. Thom, Few Joseph Looymans, Duchess of Athol, Albertine, Dame Edith Helen, Pres. Hoover, spinosissime altaica and Hugonis.

Interstate Traffic—Alexander Cumming brought up the question of difficulties Nurserymen had in interstate traffic in Nur-



WILLIAM N. CRAIG
Secretary N. E. N. A.

series stock. He referred to fees, absurdly high bonds, registrations and other requirements of certain states. Many prominent states require nothing further than the filing of certificates as being sufficient properly to cover purposes of registration. The following resolutions were unanimously passed:

Resolved: That the N. E. N. A. bring to the attention of the American Association of Economic Entomologists in convention Dec. 1932, the obvious difficulties of legally fulfilling certain of these requirements, and requests that this body give consideration to—

1. A possible simplification of requirements that will not place the out-of-state shipper at a disadvantage.

2. That the system of requiring fees or bonds be seriously considered as unfair to the out-of-state shipper, inasmuch as they are not a necessary requirement in the majority of states.

Resolved: That the N. E. N. A. extend to the American Association of Economic Entomologists the assurance that Nursery interests are fully aware of the necessity of reasonable interstate regulations, and are anxious to cooperate with state officials in the observance of these regulations; but do believe that a simplification of the requirements of certain states would bring about a uniformity of laws that would be conducive to this end.

Resolved: That a copy of this resolution be presented at the annual convention of the A. A. N. for its consideration.

The closing lecture on the second afternoon was by Herbert W. Gleason, Boston, entitled "Beautiful North American Alpine Plants and Their Cultivation in Rock Gardens." Mr. Gleason used over 150 lovely colored slides showing glorious mountain scenery in Alaska, the White Mountains, the Selkirk Range, Canadian Rockies, Sierra

Nevada, Yosemite Valley, Yellowstone Park and other high altitudes in the United States and Canada all of which he had scaled. The floral gems, shown apart from a few cultivated in New England gardens were photographed in their native habitats. Among the many interesting plants shown were several each of Lewisias, Pentstemon, Polemoniums, Primulas, Dryas octopetala, the Grass of Parnassus, Iris cristata, Erythriciums, Gentianas, Dryanthus, Romanzoffias, Heaths Shortias, Galax, Artemisias and many other interesting plants.

The lecturer after answering some questions was accorded an enthusiastic vote of thanks.

President DeWilt introduced the incoming president, A. Cumming, Jr., who expressed his thanks for the honor conferred on him. A hearty vote of thanks was given Mr. DeWilt for his services during his tenure of office.

W. N. CRAIG

Value of Flower Fragrance

Recently comment was made in these columns on the special value of flowers with fragrance. Lewis Gannett, reviewing in the N. Y. Herald Tribune the new book by Eleanor Sinclair Rhode, "The Scented Garden," quotes what Francis Bacon said 300 years ago: "Because the breath of flowers is far sweeter in the air, where it comes and goes, like the warbling of music, than in the hand, therefore nothing is more fit for that delight than to know what be the flowers and plants that do best perfume the air." Not one gardener in a thousand today plants his garden with a thought to its fragrance, says Mr. Gannett. Mignonette is going out; we pick daffodils for their color alone, with no thought of the odor (as the seed catalogues prove), and we treat pennyroyal and catnip and sweet cicely as noxious weeds.

He adds: "Put 'Scented Garden' on your Christmas list if you have a friend who spends the winter evenings planning next summer's garden; and if you know two of them, add the new edition of selections from Gerard's grand old 'Herbal.' If you can afford it, add also the two rich volumes, full of garden lore and learning, Mrs. Grieve's 'A Modern Herbal.' They are very satisfying browsing when the garden stands dead and brown, or buried beneath snow."

Rio Grande Valley Citrus

Standardization of the Rio Grande Valley citrus industry on a basis of quality was begun at the Valley Experiment Station near Weslaco, Tex., last month when the state certification of Nursery citrus stock and budwood was inaugurated. J. M. Del Curto, head of the horticultural board of the Texas Department of Agriculture, was the principal speaker. Other speakers were C. D. Wallace of Harlingen, secretary Valley Shippers Association; A. T. Potts, Harlingen, Nurseryman; Will Friend, experiment station; W. M. Ball, Donna orchard owner, and Dr. John Ashton, Mercedes.

The first tree certified under the new regulations was presented by the Solether Brothers Nursery, Weslaco. It grew from a bud taken from a tree in the orchard of W. M. Ball, Donna, and a record of the original tree was kept. The tree certified is entirely a valley product. About 18 valley Nurseries have signed for certification, and the practice is expected to become general in the valley. Mr. Del Curto pointed out the importance of certification in helping standardize the industry, and as a protection to the buyer, and an aid to the Nurserymen.

Proposition to Take Over Functions of A. A. N.

To Designate Five Horticultural Zones Each to Possess Those Functions—A. A. N. Needed But Only as Senate—Trade Interests Differ in Sections—Discussion

Strong sentiment was manifested at the convention of the Pennsylvania Nurserymen's Association, at Hotel Adelphia, Philadelphia, Feb. 2-3, in favor of the taking over of functions of the American Association of Nurserymen by a group of regional Nursery trade interests.

It was proposed that five horticultural zones be designated, each zone to send delegates to the National association convention, but each zone to take over the present functions of the American Association of Nurserymen.

It was argued that the American Association of Nurserymen has a place and is needed,—but only as a senate; that it has no value as a house of representatives.

The Pennsylvania association members did not propose that eastern Nurserymen, for instance, should attempt to legislate for the mountain states nor the Pacific Coast, the Middle West nor the South; but it was felt the Pennsylvania and New Jersey interests should be consolidated with the Nursery interests of North Carolina, Virginia, West Virginia, Ohio, New York, Delaware and Maryland.

The argument was that the interests of the trade in the states named are almost identical. New England states might be regarded as a tight unit. There certainly was a difference in trade interests in the Atlantic Coast states as compared with those of the mountain states, the prairie states and the

Pacific Coast; that if the Atlantic Coast states were to come into their own they would have to concentrate in the development of their particular interests.

"Prices for Spring, 1932" was another problem. It was felt there would be no prices; that is that today the prices given on bids required for public works would have no relation whatever to published catalogue prices. In other words, if the catalogue price is \$25 per 100, the bid would range from \$3 to \$5 per 100. It seems that such offers have prevailed.

"What Can We Do To Help Business in 1932" was discussed. It was proposed to advertise more, have better display grounds, a bigger and better trained sales force; otherwise trust to luck.

Professor J. P. Porter, Cornell University, gave a very instructive talk on "Modern Trends in the Nursery Business." He pointed out the peaks and the values in business and why they had occurred.

Dr. E. T. Wherry, University of Pennsylvania, gave an illustrated talk on "Acid Soil Plants" and what to do to create conditions favorably. His slides are well colored, and he knows his stuff.

Dinner was served at 6:30 at the hotel, at \$2.25 per plate. While the dinner was very nice, it did not compare favorably with the dinner served at the Pennsylvania Hotel in New York at the Eastern Association meeting. That dinner was a real banquet at 25c less.

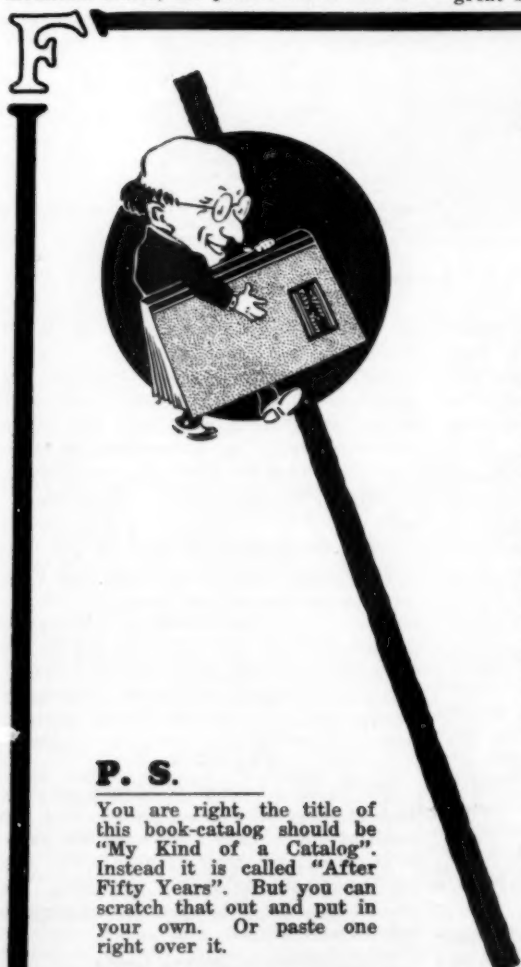
The unanimous election of Russell Harmon to the presidency, and Louis Strassburger to the vice-presidency was received with acclaim. Mr. Harmon is a man of great brilliancy and a hard worker, taking

an active interest in the Nursery business, while Mr. Strassburger, one of the officers of the Outdoors Arts Company, is a very efficient worker.

For Washington Bicentennial

To Plant 10,000,000 Trees—Garden club officials have urged members to plant as many trees as possible in 1931-32 in honor of the George Washington Bicentennial. The National Federation of Women's Clubs hopes to get 10,000,000 trees planted during this period. An honor roll will be made of clubs 100 per cent of whose members have planted trees.

Conservation chairmen for the third district, Alabama Federation of Women's Clubs, met at the Birmingham, Ala., Public Library last month. Approximately 60 persons attended the meeting, which was presided over by Mrs. C. L. Moss, district director of conservation who announced that the Red Radiance rose has been designated the official flower of the City of Birmingham. Announcement was made of the desire of the conservation chairmen of the district to cooperate with the Men's Garden Club of Birmingham in seeing that 10,000 climbing roses offered by Fraser Nurseries, Inc., for planting along the highways leading into Birmingham be given proper attention. Speakers included Dr. J. F. Hardin, president of the Men's Garden Club, and Miss Charlotte Black.



But You Ask—

Of What Good to Me
Is a Nursery Catalog
That Is "Almost Human"

WHAT do I care, whether or not it has human interest, and as Andy says: "All that stuff"? What I want, and have been looking for these many years, is a nursery catalog with everything I need, all under the one cover.

A sort of ready reference book on evergreens, deciduous and herbaceous stock. One so divided in groups and so carefully and sensibly indexed and cross indexed, that it is easier to find things than not. One with not just a listing, sizing and pricing of items. But one with ample descriptions of each. Concise, thoroughly dependable descriptions, that a nurseryman, or even an ordinary human being can understand and go by.

As for that human interest side, don't see how a little of it would hurt it any. Rather think it would help.

Of course, it should be clearly printed on fairish good paper and well bound, so it can stand usage. And when I say usage, mean knocking around on my desk, carrying in my pocket, and such like. If anyone ever prints a catalog like that, it is sure going to be kept by me. Woe be to anyone who borrows it, and doesn't bring it back.

To all of which remarks of yours, friend Nurseryman, let us say: we have just such a 1932 catalog as you have described. If your copy hasn't come, let us know won't you please? One will then go to you by the next mail.

P. S.

You are right, the title of this book-catalog should be "My Kind of a Catalog". Instead it is called "After Fifty Years". But you can scratch that out and put in your own. Or paste one right over it.

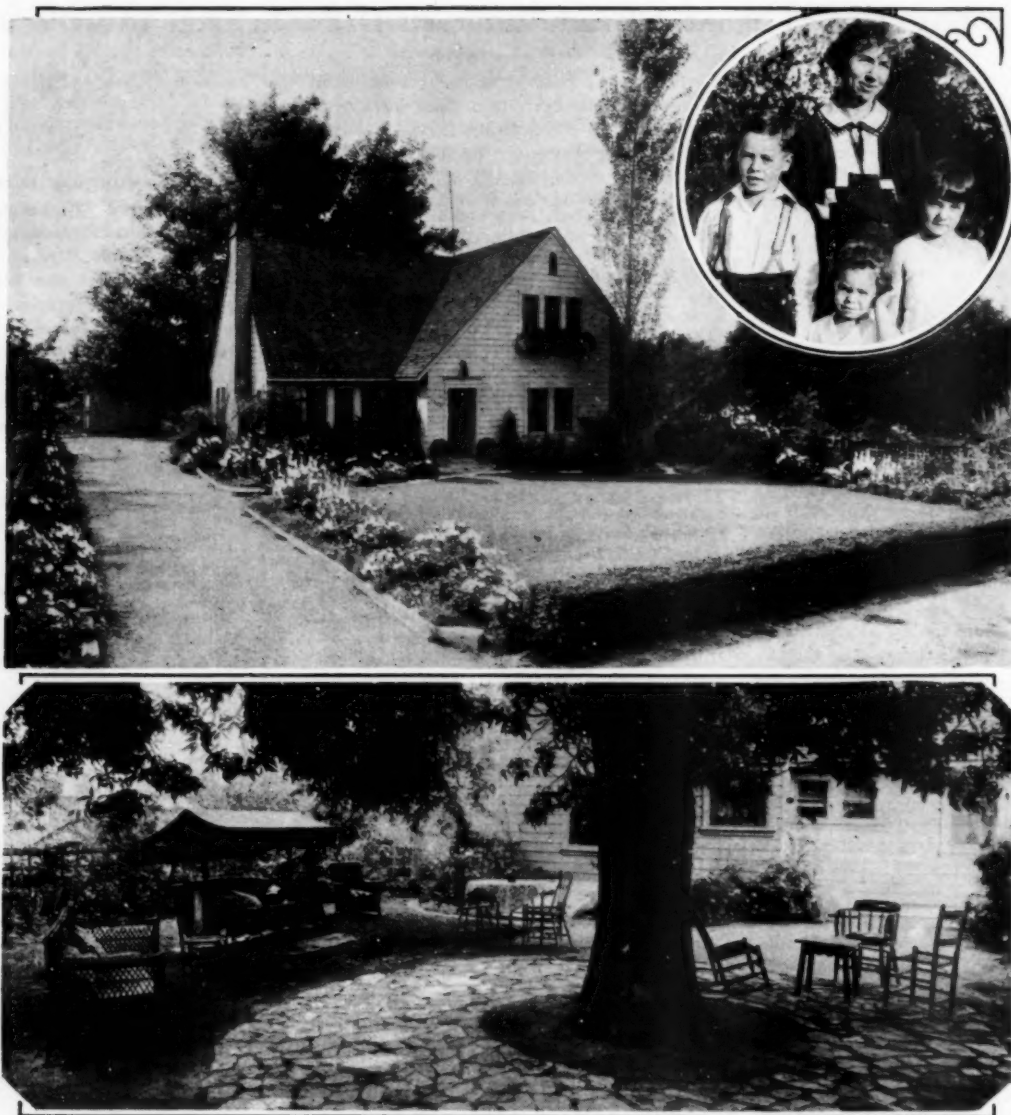
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SPRINGFIELD



NEW JERSEY

Prize Winners In National Yard-Garden Contest



MRS. CHARLES A. EMERY'S PRIZE-WINNING OUTDOOR LIVING ROOM AT POMONA, CAL.

ALL over the country, as we go to press, the newspapers, national magazines, and garden publications are carrying the story of the National Winners in the Yard & Garden Contest sponsored by the Nurserymen. This is at once the opening gun in the 1932 publicity campaign and the closing blast of last year's activities.

The national winners this year present striking proof that the Nurserymen's co-operative publicity and advertising has been hitting the bull's eye. Judging from the hundreds of garden photographs entered in the contest, home owners everywhere have come to believe just as the Nursery Campaign Subscribers do,—“It's Not a Home Until It's Planted.”

Better planting than in previous years was evident in all classes of home grounds entered in the third annual competition. Foundation plantings, for instance, were of more modern design and of a higher type of plant materials. There was more completeness in the beautification of the average place, greater indication of proper planning and more of an air of finish.

The Noteworthy Feature

But perhaps the most noteworthy feature disclosed by the National Contest yard photographs was the prevalence of new out-

door living rooms. Practically every place boasted an outdoor room of some sort. This is decisive proof that the Nurserymen's National Campaign publicity and advertising has been making the intended impression on the public mind.

Instead of the old back yards, barren and unattractive, we find inviting private areas, walled in by shrubs and trees, carpeted with turf, beautified with a wealth of hardy flowers and made livable by modern garden furniture.

Plan Victory Celebrations

Photographs of the competing home grounds, many hundreds in number, were set up as a public exhibit in the Municipal Art Galleries at Davenport, Ia., where the winners were selected. The judges were A. C. Hottes, associate editor of “Better Homes & Gardens”, C. E. Cary, educational director of the American Association of Nurserymen, and William T. Waterman, founder of the Yard & Garden Contest Movement.

Following the judging at Davenport, the big collection of garden photographs (the largest ever assembled in this country) was taken to Chicago where it was placed on exhibition in the convention hall of the Illi-

nois Nurserymen's Association in the Hotel Sherman.

Big public celebrations are being planned by the communities which have been lucky enough to win the national prizes. The awards consist of handsome pieces of ornamental stone garden furniture, each bearing a bronze plate on which is engraved the name of the winner.

Sweepstakes to Pomona

Sweepstakes prize in the National Contest went to Mrs. Charles A. Emery of Pomona, Cal., who carried off first honors in the amateur division. Although her lot has but a 50-foot frontage, the national winner has made it a veritable paradise by planting a great variety of shrubs, hardy flowers, roses, evergreens, fruit, nut and ornamental trees, vines and bulbs.

Mr. Emery who does the heavy planting work in the prize-winning garden, is a sergeant of police. His spare time and vacations are spent helping his wife in the garden instead of playing golf or fishing. He cheerfully admits, however, that in the garden his wife is chief.

Home is Orange Grove

Mrs. Emery's beautifully planted home grounds is largely the work of her own hands. She it was who planned this dream

Dream Home Among Orange Blossoms First Prize

In the Amateur Division in the Nurserymen's National Competition—A Fairyland in Pomona, Cal.—Notable Transformation of Fifty Foot Frontage—Its Features

By George M. Sheets, Director, National Yard and Garden Contest

(Continued from Page 78)

home among the orange blossoms looking out on the snow-capped Sierras. To her the Yard & Garden Contest has been a never-ending inspiration. In the first competition at Pomona, the judges would not even consider her young garden. The second year she was given second prize, so exceptional had been the development of her place. Last year, her third trial, Mrs. Emery won first place and the honor of representing her community in the National Contest. Here again she carried off highest honors, competing against hundreds of the best planted home grounds from all parts of the country.

None of the rival yards had quite the appeal of the little fairyland at Pomona. The house was joined harmoniously to the grounds about it by a well designed foundation planting. It was enframed by lombardy and pecan trees and was further set off by an open front lawn bordered on the street by a clipped hedge and flanked on either side by flowering shrubs and by the wealth of hardy flowers that grow so prolifically on California soil.

A rose garden 20 by 30 feet was one of the features of the private area. A pool was another. Harmonious color was the dominant tone of the outdoor room. It was amply furnished for comfortable living. Meals were frequently served and friends entertained there. Play facilities were provided for the kiddies in swing, sandpile and an open sweep of soft springy turf.

Winning the National Yard & Garden Contest prize thrills Mrs. Emery but the communion with the Master Creator into which her garden brings her, the health it brings up in her children and the happiness she can pass on to others through brightening their lives with flowers gives her an even deeper satisfaction.

Spokane Garden Wins

Another home grounds to win high honors in the National Contest was that of Miss Julia E. Laurence in Spokane, Wash., winner of first prize in the semi-amateur division (Class II—manual labor hired). Miss Laurence developed her garden on a solid rock ledge, in the face of greater natural handicaps than almost any other prize-winning home grounds. A rock garden with background of evergreens is a feature of the Laurence yard.

Trophy For Colorado Springs

Mrs. H. O. Sparey's beautifully landscaped place in Broadmoor, Colorado Springs, won first prize in the estate division (Class III). It represents the culmination of a hobby which developed some years ago while Mrs. Sparey lay in a sanatorium convalescing from an attack of tuberculosis. Planning her future home grounds provided a mental stimulus which was a big factor in her fight to regain her health, a battle which she has now won.

Other winners were: Class I—Mr. and Mrs. Otto Wilson, Waterloo, Neb.; Mr. and Mrs. Fielding McClaine, Spokane, Wash. Class II—Mrs. Louis H. Swenson, Poughkeepsie, N. Y.; Mrs. J. S. McLeod, Rogers, Ark. Class III—Mr. and Mrs. Harvey A. Higgins, East Aurora, N. Y.; Edward D. Jones, Columbus, O.

Washington Tree Label—Burwell Nursery Co., Columbus, O., has produced brass tree labels especially suited for labeling Washington memorial trees. It is expected that the labels will be in strong demand that Nurserymen can dispose of them in quantity—perhaps in one way by supplying one with each tree sold.



GEORGE M. SHEETS
Contest Director

Publications of Interest

Three publications of interest to the Nursery industry have been issued recently by the N. Y. State Expt. Station, Geneva, under the authorship of H. B. Tukey and Karl D. Brase, specialists in charge of Nursery stock investigations under way there. Copies of these publications may be had free of charge upon request to the Station.

The first of these bulletins has to do with a study of the behavior of apple and cherry trees in the Nursery from the seedling to the two-year budded tree. These studies were begun in an effort to answer questions raised by Nurserymen as to whether large seedlings make large orchard trees, as to whether small size of certain seedlings is hereditary and will result in small Nursery trees, and as to what grades of seedlings will give the largest proportion of saleable, two-year-old trees. Briefly, the specialists believe that from the results obtained in their tests local environmental factors, such as trimming, planting, culture, soil drainage, and climate, are more important in tree growth in the Nursery than any inherent differences in the heredity of the seedling understocks.

Applications of various fertilizers to apples, cherries, and roses in the Nursery failed to show any marked benefit from the treatments, except possibly in the case of roses. "The conclusion is reached," say the specialists, "that on fertile, well-drained, clay loam, Nursery soils of western New York in good physical condition and thoroughly cultivated, apple and cherry stock does not respond either to natural or commercial fertilizers." Roses showed some response to nitrogen fertilizers in greater plant growth, but this was accompanied by greater susceptibility to winter injury.

The third series of experiments reported on dealt with the propagation of multiflora rootstocks for roses by means of soft wood cuttings. This method is said to have distinct advantages under New York conditions over propagation either by seed or by hard wood cuttings. The method is described in detail.

For Each Field of Business

A national program for business and employment stabilization, based chiefly on private initiative, was announced recently by the Chamber of Commerce of the United States, after receiving the approval of its constituent organizations through referendum.

This recommendation was made: "For each field of business a representative trade association should perform the functions of an economic council." The plan calls for the setting up by business itself of a national economic council to aid all fields of industry, finance and commerce in their planning; modification of the anti-trust laws to make clear lawfulness of agreements intended to relate production to consumption.

Uncle Ab says man is the only animal that laughs, and he who can laugh at himself is some man.

AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

National Campaign Headquarters
The American Association of Nurserymen
Davenport, Iowa
February 5, 1932

Special Letter

To All Subscribers—

We want to call the attention of all subscribers to the possibilities of cashing in on the Bicentennial Celebration of the birth of George Washington. The interest of the country has been aroused and everywhere there is a real demand for information as to how to celebrate this event by the planting of trees.

Many subscribers are cashing in on this movement. Here is a letter from Robert Greene, which has in it an idea for all subscribers:

A Suggestion from Robert Greene

"Sometime ago thinking that there were possibilities of doing considerable tree planting business during the Washington Bicentennial we determined to canvass the Supervising Principal of each of the eighty school systems of our County. It is an absolute fact that at the present time, when we have covered about sixty percent of the above, results appear likely to be one-hundred percent. In other words, every supervising principal has given our representative his attention; has listened to the story of trees as memorials and intends to induce his board, school principals, service clubs and civic associations to plant trees this spring.

"We do not feel the slightest hesitancy in saying that the Bicentennial will be one real contributing factor of sales during 1932. Furthermore, in this connection we are approaching all posts of American Legion and service clubs, also wherever possible the mayors and councilmen of communities. We are putting a lot of time on this as we feel certain that the results will be well worth our efforts.

"It seems to us that if every retail Nurseryman throughout the country were really informed as to what he should do in regard to this Bicentennial and got in touch with the supervising principals of all the United States school systems; if all the service clubs and posts were also approached, a tremendous amount of Nursery stock would be sold."

The question comes up as to just how to carry on such an activity and the answer is that this depends on the individual community and their plans for celebrating the Bicentennial. In any case, tree planting will be an important part of the Campaign. The individual Nurseryman or Nursery representative can contact the local committee, the names can be secured from the mayor or secretary of the Chamber of Commerce. He can then call upon school superintendents and assist them in developing planting programs suggesting the number and quantity of trees which might be planted.

The Nurserymen can reach the general public through the newspaper and by displaying the truck cards on his truck which are to be furnished by headquarters.

Headquarters has available the following material which ties in with the Bicentennial Celebration: Ad mats for newspaper use; truck cards; articles in Press Sheet, which can be handed to newspapers locally.

Also, future press sheets and advertisements in the American Home, Better Homes and Gardens and Nature Magazine will suggest that for the best results in planting trees for Washington, a Nurseryman should be consulted.

Kindly call upon us if you would like additional information.

National Campaign Headquarters
C. E. Cary

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., FEBRUARY 15, 1932

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

The AMERICAN NURSERYMAN is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

APPRECIATING THE SECRETARY

In his annual address at the convention of the Northern Retail Nurserymen's Association, President D. M. Mitchell paid tribute to the secretary of the association as follows:

"I wonder if every member of this association realizes the work C. H. Andrews has done for us. I did not know until two years ago when I took the presidency that there was as much to do as there really is in this Association, and as practically all the work falls on the secretary, I feel that he is deserving of much credit. I have not found one place during my term in office where Mr. Andrews did not seem to be more than glad to give of his time and furnish from his knowledge and experience most willingly."

In similar manner President F. J. Littleford commented on the faithful work of Secretary N. E. Averill of the Illinois Nurserymen's Association.

The New York Nurserymen's Association expresses its confidence and appreciation in re-electing as its secretary year after year C. J. Maloy; so does the Western Association with regard to Secretary George W. Holsinger; the Pacific Coast Association as to Secretary C. A. Tonneson; the Michigan Association as to Secretary C. A. Krill; the Southern Association as to Secretary W. C. Daniels; the Tennessee Association as to Prof. C. M. Bentley; and others as to secretaries who have long been in service.

The California Association of Nurserymen has been fortunate in securing again the services of Secretary H. W. Kruckeberg under whose skillful management that organization made its greatest growth.

Outstanding among secretaries of national organizations is Charles Sizemore under whose constant activities the American Association of Nurserymen has made remarkable strides at little or no cost to the association, due to the magic touch by which Charley meets practically every organization expenditure with a collection receipt of some kind.

Truly an efficient secretary is the life of an organization. When he asks cooperation in the slightest degree, every member ought to spring into action.

WHAT A TAP ROOT WILL DO

Mrs. Howard W. Johnson, Johnson Nursery, La Mesa, Cal., is a strong advocate of developing native plants, not only for their beauty and variety but for the sake of teaching the public to preserve rather than destroy landscape features, as for instance plucking blooms of the yucca only to throw them away the next morning. She is of the opinion that if a person can be induced to grow a yucca plant in his yard awaiting the slow development of the blossom he will have due respect for the wild plant.

"The yucca," she says, "is a particularly good subject for the beginner to try. I have never yet seen one die from any cause whatsoever, openly defying hot weather and high water. They grow readily from seed, but come on slowly, and are best set out in the ground when quite small. They have a long and fleshy tap-root which makes them poor subjects for tin-can propagation, and if a young plant is left in a can for a few months the root is invariably found to have broken through and gone down as deep as possible."

DISCOVERED BY JAMES A. YOUNG

"National Publicity Campaign results have been possible because we Nurserymen have the one product that lends itself to an effective acceptance by the press and radio. The public has been interested and aroused—and the editors know this because they have the pulse of their readers. They know that gardening and ornamental planting is a news story. Not by accident or voluntarily, but by careful planning and handling, this has become news and as a result, the editors and radio directors not only are willing to feature it, but they are requesting this material."—Paul C. Stark.

The above facts were discovered by James A. Young. When he put into operation his "Plan to Plant Another Tree" Campaign he found that editors asked for reading matter on planting that had been refused when offered for years by press agents.

That was one of the big features of the "Plan to Plant Another Tree" Campaign; yet, although the American Nurseryman kept this feature prominently before the trade for months, it did not seem to cause a dent in the general attitude of indifference throughout the trade regarding the original widespread Yard and Garden Contest activity. Thus was the Garden Contest act. The public press was ready years ago!

MAY BE QUARANTINE SOLUTION

At the Eastern Nurserymen's Association convention in New York City last month, it was proposed that an organization should be formed in the East with somewhat broader than commercial Nursery interest, covering horticultural lines as such lines may be affected by quarantines. It was pointed out by J. Howes Humphreys that the federal authorities are now much more reasonable and approachable than they have been; that there is no doubt that the Federal authorities will make every effort to meet any reasonable objection by Nurserymen and other horticultural interests to existing quarantine regulations; that several of these regulations have been much modified—modified in such a manner that they are less troublesome to the trade. E. L. D. Seymour suggested that a regional organization be organized to cooperate with the Eastern Plant Board. Mr. Seymour was instructed to present his plan somewhat in detail to the membership and the executive committee. The executive committee is to report at the summer meeting on this proposed association and on the advisability of changing the constitution which limits the association's efforts.

168 Enter Nursery Business

The Mississippi State Plant Board reports that 168 new Nursery firms began business in Mississippi during 1931. This is attributed partly to the low price of cotton, and is the largest number of new Nurseries ever certified in one year in the state.

Long Island Nurserymen's Association at its Feb. 1 meeting listened to an address by Grace Tabor, Huntington, N. Y., landscape architect, on beautifying roadside stands. Dr. L. M. Massey, Cornell University, offered to conduct a short course for Nurserymen; arrangements were made to have it during the coming summer. The association decided to apply for membership in the A. A. N. Fourteen applications for membership were received.

A PUBLICITY SUGGESTION

In his address at the annual convention of the Ohio Nurserymen's Association in Columbus, John S. King of the advertising concern bearing his name, of that city, reviewed the industrial competition with which the Nurseryman is faced; a competition, he said, that from the outside of the industry is very much more severe than the competition among themselves. From this point was given a presentation of definite sales development work in which the Nurseryman might find the opportunity for extending his market rather than contemplating curtailing production. The use of direct-by-mail advertising and publication advertising was explained, and it was suggested to the association it should consider seriously the wisdom of some co-operative advertising to sell the idea of the service the members have to sell. Then this could be supported and tied into by the individual Nurserymen in their own neighborhood.

And the last named suggestion is just what is being done through the A. A. N. National Publicity Campaign.

A CAUSE OF WONDER

The management of the *American Nurseryman* has recorded the history of the American Nursery Industry for the period of more than half a century and in much greater detail than is most history written—as is graphically shown by the indexing of events of a three months period in the last issue of this journal; also of another 90 days period in this issue.

We wonder what those who long for a History of the American Nursery Industry have done and are doing with their copies of the *American Nurseryman* from month to month.

Repeatedly when we have offered comprehensive indexes of the journal to subscribers (listing the only sustained record in detail of the trade) the response was such as to afford little encouragement to provide such indexes.

And this, too, notwithstanding high praise upon all sides for the character of the matter and the great importance of the record thus regularly presented.

In numerous instances Nurserymen who showed no interest in preserving copies of this journal for the purpose of maintaining indexed files have written to this office for much-needed information which would have been immediately available in their indexed files!

And even as these facts are at this moment read, the probability is that many will not resolve to start now to preserve this kind of trade information—and persistently act upon that resolution!

The advantage that those who do will have is evident.

Charles W. Douglas

Charles W. Douglas, long a Nurseryman of Waukegan, Ill., died Feb. 4, aged 82. He was born in Whittingham, Vt. His father founded the Douglas Nursery in Waukegan about the time of the Civil War; following his death it was operated by Mr. Douglas and his brother, the late Robert J. Douglas. Mr. Douglas had a national reputation for his development of ornamental evergreens.



THE ROUND TABLE

Comment and Suggestion
By Readers For the
PROGRESS OF THE INDUSTRY



Garden Contest Development in New York Area

Report of the talk before the Eastern Nurserymen's Association by J. W. Johnston, director of the annual Atlantic City Flower and Garden Contest and the New York Herald Tribune Garden Contest, was in error in that Mr. Johnston did not intend to convey the impression that there was outspoken opposition to the Herald Tribune Contest on the part of the A. A. N. Yard and Garden Contest management. In correction of such impression Mr. Johnston says:

Editor American Nurseryman:

There is obviously some confusion in the news item that appeared in the Feb. 1 issue of the *American Nurseryman* on page 55 in regard to the address I made before the Eastern Nurserymen's Association at its recent convention in New York City. The following comments I trust will straighten matters out satisfactorily:

The Atlantic City Flower and Garden Pageant and the New York Herald Tribune Yard and Garden Competition are two separate enterprises, both directed by this writer. The American Association of Nurserymen have in the past cooperated with the Atlantic City event. Further the brief report as published and from which you quote, is not entirely fair to the American Association of Nurserymen or the National Yard and Garden Contest, as it implies a very definite criticism without explaining why or wherefore.

My talk was meant to infer that, in my opinion, it was not a good policy for both the American Association of Nurserymen and the New York Herald Tribune to conduct contests individually, with a great difference in classes within the same area; and I believe that it would be to the best interests of the Nurserymen and horticulture in general if in territory where there is a well organized contest, such as the Herald Tribune is sponsoring, the Nurserymen should support that contest rather than to attempt to start numerous local affairs. It is my thought that an organization, such as maintained by the Herald Tribune for their Yard and Garden competition, with the backing of their paper—one of the strongest in the country—can more efficiently do the work with greater success.

I had no intention of criticizing either Mr. Sheets or the National Yard and Garden competition, and in all fairness to them and ourselves I would appreciate the publication of this letter.

Philadelphia
Feb. 9, 1932

J. W. Johnston

There is not the least doubt that just as Mr. Johnston infers, the scale upon which the Herald Tribune Yard and Garden Competition is conducted annually is a tremendous impetus in creating and maintaining a garden-conscious public in the great metropolitan area with result that Nursery trade interests must benefit directly and largely. The cost incurred by the Herald Tribune amounts to a notable contribution to the Nurserymen's National Publicity Campaign fund. It may be that the Herald Tribune would link its project with the national drive for a more beautiful America. In any

case its annual event must be so linked up in the minds of Herald Tribune readers—inclusive of a wide circle outside of the metropolitan area—for what the Herald Tribune is doing on a grand scale is exactly what newspapers all over the country are doing proportionally in their smaller areas to boost the garden idea.

City Wants Specimen Trees

Editor American Nurseryman:

The city of Cleveland, O., is completing plans for development of the proposed Mall. The plan requires approximately 350 specimen trees. It has been decided, after rather thorough investigation and a careful study of the local conditions of climate, pollution of city atmosphere and exposure from the lake, to use the English elm, *Ulmus campestris*, the small-leaved type, of uniform habit of growth, or the London plane, *Platanus acerifolia*.

These trees will be purchased through the office of the Director of Parks and Public Property of the City of Cleveland. It is desired to purchase trees of uniform size, approximately from six inches to eight inches in diameter, measuring 24 inches above the existing grade line.

All of these trees can not be planted at the present time because some portions of the Mall plan are not completed. The intention is to purchase the entire quantity of trees during the spring of 1932 and to plant some of these trees in the completed portion of the Mall. The remainder of the trees will either be reserved in the Nursery from which they are purchased or shipped to Cleveland and planted in Nursery rows at the large city Nursery.

City Plan Com'n. Wm. M. Murphy,
Cleveland, Ohio Executive Secretary

Agriculture's Opportunity

Editor American Nurseryman:

Many students of the agricultural and industrial situation are convinced that agriculture, as a whole, is today in sounder condition than almost any other industry. With any upward turn in conditions, and consequent increase in the consuming powers of the 124 million Americans who look to the farm as the source of their supply, agriculture should be among the first to benefit; and the farmer who has equipped himself to produce at low enough costs to break even or make a profit in times of low prices should be in the best position to reap the greatest rewards.

Robert A. Jones, Research Dept.,
National Assn. of Farm
and Equipment Mfrs.

To Beautify San Jacinto

To Beautify San Jacinto—12 pt ulc hdg

Twelve hundred trees to be used in the tree-planting program of the San Jacinto, Cal., beautification project were purchased from Norton's Nursery, Riverside, the order being placed by Mayor H. W. Newberry and Secretary T. W. Murray of the Chamber of Commerce. These trees, from four to eight feet in height, are for planting along the parkways and streets of San Jacinto.

Half of the trees are of the blackwood acacia variety, and 350 are silk oaks; other trees in the shipment are 150 eucalyptus viminalis and 100 California live oaks.

The 1932 meeting of the California Association of Nurserymen will be held Sept. 22-24 in Riverside, home of the Washington Navel orange. J. M. Asher is president; George C. Roeding, Jr., vice-president.

A climbing sport of the rose Charles P. Kilham originated with Howard Rose Co., Hemet, Cal., has been listed for registration by American Rose Society.

Bristling With Practical Trade Discussions

The Ohio Nurserymen's Association Convention Was of Exceptional Profit to All Present—Fertilizing Shade Trees—Rock Garden's Intense Attraction—Barberry

By Harry O'Brien, Director Publicity, Ohio Nurserymen's Association

WHEN J. H. Burton, president of the Ohio Nurserymen's Association, in giving the annual address at the opening of the twenty-fifth annual convention which met recently at Columbus, stated that "We meet here today—to advance our business interests collectively", he set the keynote to one of the most constructive programs of talks and of initiative taken toward progress that Ohio Nurserymen have ever witnessed. It was a meeting that just bristled with information and sound advice, of value to Nurserymen anywhere.

The first talk that followed the annual address on the opening morning dealt with the fertilizing of shade trees by A. F. DeWerth. As a graduate student at Ohio State University, Mr. DeWerth has been carrying on a series of tests on elm and maple trees on the campus with nitrate of soda, ammonium sulphate, a 4-12-4 complete fertilizer and with sheep manure. A block of 296 trees, about 15 years old and of rather uniform size that are growing on a lawn was used.

The details of these tests have already been reported in the trade papers, but they are of importance to a Nurseryman who is growing specimen plants and to the landscape Nurserymen who do planting and maintenance work. They show pretty conclusively that use of the proper fertilizer in the correct way will bring much improved growth. In some instances the fertilized trees grew practically eleven times more than did those which did not receive any treatment.

There is more interest during the present days of depression in home gardening and landscaping than there has ever been, reported Victor H. Ries, extension specialist in floriculture at Ohio State University. He ascribed this to the fact that people are economizing by spending more time at home and in trying to improve the home grounds.

Police Guard Necessary—The present interest, he says, is strongest in developing of specialized features such as the rock garden, lily pool or perennial border. In the past year he has talked at extension meetings in sixty counties to more than 15,000 people. At Dayton, where it had been announced that he would give a demonstration on how to build a rock garden, so many people came that it was necessary to send for police to handle traffic.

What proved to be an eye opener to the Nurserymen present was the talk by Karl S. Kumler, field secretary of the Ohio Chamber of Commerce. Mr. Kumler began by showing the strategic position that Ohio occupies in a business way, with water transportation to the north and south, with practically all of the transcontinental railway lines and the main highway east and west going through the state, with airplane lines in all directions meeting, with the main lines of iron and coal meeting in the state.

He discussed the competition that Ohio business has on all sides and then went on to tell how, when taxes were mounting higher annually, the legislature was turning to business corporations as the easiest victim for getting money for tax spending. These two situations led to the organization of the Ohio Chamber of Commerce about ten years ago.

Nurserymen Join Chamber—This Chamber, aided by an able research bureau, has in the years since prevented any increase in taxes levied on business. It has been one of the main factors in reforming the taxation system of the state. It has supplied much of the pressure that has cut down the state budget 7% over the previous budget period. It is now beginning a campaign to reduce expenses of county, township and school districts with the slogan, "Let's see if it can't be done for less."

This talk made quite an impression on the Nurserymen and it seemed apparent that here was something that Nurserymen as business men should be having a part in. So the executive committee, in session immediately after, took steps for joining the Chamber as an association.

Ohio Nurseries Excel—The next speaker was I. S. Guthrey, director of the state department of agriculture, under whose administration comes Nursery inspection. Mr. Guthrey stated that of all the various businesses that are inspected by his department, Nurseries are in better condition and more clearly up to standard than any other.

Ohio now tops the list in the number of Nurseries among all the states, stated Mr. Guthrey. There are now 19,000 acres in Nursery stock and 1500 Nurseries were inspected in 1931 as compared with 1310 in 1930. Many of these, however, are small and care is devoted to single items as straw-



J. H. BURTON, Retiring President
Ohio Nurserymen's Association

berries or raspberries. The number of inspections increased in 1931 to 4829, as compared with 4430 of the year before.

Immune Barberry—In the absence of W. W. Ellenwood, chief of the state division of plant industry, H. J. Speaker, a Nursery inspector of thirty years' experience spoke briefly on inspection work and John W. Earinger, inspector in the Painesville district, discussed varieties of barberry immune to infection from black stem rust of wheat. As part of his remarks, he read a paper prepared by B. Y. Morrison of the U. S. Department of Agriculture which called attention to many quite suitable varieties that are not susceptible and which offer possibilities to Nurserymen for propagation.

Mr. Baringer also discussed fumigation of Nursery stock that is shipped to other states and presented a plan for improving the present procedure. Later, during the business session, that plan was approved by the association.

Now the Tree Truck Peddler

By H. Kelly, New Canaan, Conn., President
Connecticut Nurserymen's Association

The day of the house tree agent is over, but the day of the tree truck peddler has begun. Now, we, as Nurserymen, have no right to try to prevent any man from making a living. These men are selling a large amount of stock, especially in Fairfield and New Haven Counties. Some of the trees are Connecticut grown and freshly dug. Most of them are from Long Island or the South. The varieties are whatever may be in surplus that can be bought cheaply. The only remedy that we have is this: Grow a better tree than we grew before; dig it better; handle it better, and deliver in a business-like way, and price it at a fair profit. As our state becomes a community of attractive homes it looks as if we are to have a successful future if we live up to the standards of honesty and straightforward dealings.

MICHIGAN ASSOCIATION OF NURSERYMEN

N. J. W. Kriek, Lansing, Secy.

Annual convention of the association will be held Feb. 18-19 at Hotel Fort Shelby, Detroit. Program includes address by President Martin Frissel, Muskegon; report of Secretary-Treasurer N. J. W. Kriek, Lansing; other reports and the following addresses:

"The Credit Situation," L. E. Phelan, manager, Credit Group Dept., Detroit Assn. of Credit Men. "Uniform Credit Terms for Michigan Retail Nurserymen," Harold Paul, Monroe. "Heating Hot-Beds by Electricity," Eliot B. Coryell, Birmingham.

"The New National Retail Nurserymen's Association," discussion led by Martin Frissel, Muskegon. "Cooperation between the Landscape Architect and Nurseryman," Edward H. Laird, Birmingham. "Banking and General Business," Benjamin G. Vernor, Executive Vice-Pres., First Wayne National Bank of Detroit.

"The Retail Nurserymen and Present Development in Distribution of Nursery Stock," Discussion led by Clarence Aldrich, Farmington.

"The Retail Nurserymen's Rights and the Proposed National Retail Nurseryman's Association," A. C. Hanson of Wauwatosa, Wis.

"How Can We Profit by the Depression," discussion led by B. J. Manahan, Romeo. Banquet and exhibits are features.

"The New Law," discussion

Avocado Planting Lively

The avocado industry is growing faster than any other agricultural pursuit in San Diego, Cal., says S. T. McDonald, avocado and Nursery stock grower, Fallbrook, with a branch yard at 4966 El Cajon Boulevard, in San Diego. The reason for this is that much land, particularly the steep canyon land that cannot be cultivated for other fruit trees is being planted to avocados. A first class avocado budded to a choice variety a few years ago would bring \$4 or \$5. Now one can get a first class tree for \$1.

The low price of trees has resulted in the setting out of many small tracts where the drainage is good, as well as of considerable large acreage by level headed business men who see the coming market for avocados. Nearly every planting in residence lots now includes a number of varieties of avocados. When the varieties are chosen carefully the home owner can have fruit every month in the year.

There are more than 6000 acres of avocados in San Diego County, the largest acreage of any county in the United States. The McDonald Nursery, Fallbrook, contains 20 acres of bearing avocado trees and 15,000 of the choicest of ten varieties of young trees.

Arkansas Nurseries

The number of Nurseries in Arkansas has trebled in the last 15 years. In 1916 there were 28. Now the number fluctuates between 70 and 90. Then fruit trees were the main product of the Nursery. Now there are about 375 acres in fruits and the same number of ornamental plants. One Arkansas Nursery says the American Plant Board has 100 acres in ornamental plants and evergreens in one field. Another has 160 acres in apple trees. At least three Arkansas Nurseries do a business nation-wide in extent, and one Arkansas Nursery last year shipped fruit trees to the Orient.

The average size of the Nurseries in Arkansas is ten and one-half acres; that is, ten and one-half acres planted to Nursery stock. In some of the small Nurseries, the business is merely an adjunct to farming.

In Nursery Rows

In the "Nursery Notes" prepared by L. C. Chadwick, Department of Agriculture, Ohio State University on the Short Course for Commercial Nurserymen, he says:

Due to the many demands we have had from Nurserymen who were unable to attend the short course or who did attend but still wish a complete report, we will devote the next few issues of "Nursery Notes" to this end. The abstracts of the talks were prepared by students in the department and have been made as complete as space will permit.

The Course in General—Anyone in attendance readily perceived the changes taking place in the Nursery industry. This was exemplified not only by the trend of the program toward marketing, but also by the free and easy manner with which everyone indulged in the discussion. Not many years ago the Nurserymen were classed as a group of tight-mouthed human beings who would not discuss their practices or air their problems. As soon as the first subject was presented it was plainly apparent that such a condition no longer existed with the Nurserymen assembled.

"Future of Roadside Marketing"—Howard N. Scarff, New Carlisle, O., opened his talk by reviewing the evolution of the trends in marketing Nursery products. These trends were discussed as follows: Nursery agents, catalogues, fruit trees, ornamentals, landscape service in the Nursery business, cash and carry sales, and Nursery stores.

The roadside marketing business as a cash and carry proposition is not all transient trade, as many community people will patronize such a service. The location should be on an active highway where the motorist has to slow down. A large display is essential to attract attention. The market should bear the name of a reputable Nursery firm that has become established in that section. Give the feeling of permanency. All stock should be labeled and priced, and carefully arranged as to size, color and beauty, to attract attention.

Mr. Scarff said that merchandising is definitely on the upward trend in the Nursery business. The Nurserymen are giving more thought to getting their goods before the public, in interesting the public, and practicing business methods that have always been essential to the life of any other business, than ever before.

Following Mr. Scarff's talk, an interesting half hour was spent discussing the commercial practicability of various methods of merchandising Nursery stock.

Recent Progress in Plant Propagation—Harold C. Esper, Department of Horticulture, O. S. U., named the institutions that have made recent progress in the propagation field. The Boyce-Thompson Institute has done valuable work.

The work Dr. Chadwick has carried on for several years, working with soft and hardwood cuttings has been reported at previous meetings. Further work shows that the position of the cut was unimportant in hardwood cuttings. High temperature for a period of two weeks at the start of the storage period has proven beneficial.

I. Kelwin, Ohio State University, found that immature cuttings were benefited by sugar solutions. He also stated that potassium permanganate acted as a fungicide as well as stimulating root action at the base of the cutting.

Esper, Ohio State University, reports that slag, and slag and peat, were the most satisfactory media for evergreen cuttings. He also found that cuttings of Retinospora, Thuja, and Juniperus, rooted best when taken in November. Taxus cuspidata cuttings rooted best when taken in December and early January.

Crocker and Barton, Boyce-Thompson Institute, report that apple seed $\frac{1}{2}$ -2 $\frac{1}{2}$ years old, germinates in 3 $\frac{1}{2}$ months at 41-50° F. Peat was the best stratification medium. The same results were obtained with peach seeds. If the storage temperature was dropped to 32° F. the germination was cut down. Many rose seeds reacted in a similar way. Amelanchier seeds after-ripen well in 4 months at 32-41° F. If the temperature is raised to 50° F. the effects are detrimental.

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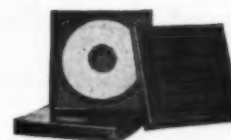
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Distinction In Display Ground and Sales Area

Explained at Ohio Nurserymen's Convention by L. C. Chadwick—Real Landscaping Necessary for Former—Not Too Elaborate—Chain Store Competition—Prices

Display Grounds—The opening talk on the second day's program was by L. C. Chadwick of Ohio State University and dealt with display grounds as a phase of modern merchandising. Mr. Chadwick went into this in a thorough way and his talk was filled with concrete suggestions. He emphasized that the primary purpose is to sell plants, but that a display ground can also be used to sell design and to make satisfied customers.

He began by pointing out that there is a difference between a display ground and a sales unit. One is the building of a permanent arrangement for landscaping from which no plants are sold. The other is a place from which plants can be moved at any time in the year.

The first step toward a display ground is to landscape the buildings, office, storage house and even the greenhouses a bit and also the Nurseryman's own home. "I don't see how a Nurseryman can expect to sell design to others unless he first landscapes his own property and home," declared Mr. Chadwick. "If you are not capable of doing this landscaping yourself, hire a good landscape architect to do it for you."

Not Too Elaborate—In doing this, the Nurseryman should not over-plant as is sometimes the case. Too much planting does not create a good feeling in the mind of the client. Nor should this planting be too elaborate. This should however depend somewhat upon the people the Nurseryman is trying to reach.

Then a garden along the specialized line in which the Nurseryman is interested should be developed. Here more plant materials can be used, but this should not be too elaborate. The customer may be of

small means. Styles change, too, and one should not have too much money tied up in a garden that may have to be changed. Plants should be labeled here, not too conspicuously yet so they can be read readily. Lights can be used to illuminate this at night.

A third element in a display ground is a small arboretum where a large number of plants, properly labeled, can be carried to mature growth, so that the customer can see and will know what his purchases will look like when they grow older. These plants should be grouped in some logical manner. Flowering types, berried shrubs, fall foliage or same sizes might be grouped together.

The sales area is not for display but is a place set up for temporary sales purposes. It is an advertising scheme, perhaps the most important method of indirect advertising that the Nurseryman has. This sales area should not be located in front of the office near the road, but is much better if put back in some convenient place, while the front is left for permanent planting. Since the plants are constantly being moved, it seldom looks especially attractive.

Of the three types of sales areas, one is a unit arrangement where can be brought in different types of plants in wire baskets, heeled in in beds of peat moss and with perennials in beds or pots on benches. The Nurseryman wastes a lot of time showing a client around the Nursery otherwise. The plants shown here should be of good quality and not always the higher priced items. If dealing with the upper crust, said Mr. Chadwick, have upper crust plants for them, but in another bed somewhere have some bargains.

Sectional Units—The second type of sales ground is that of sectional units, where a number of sales grounds are located just out of large cities at convenient points. Here is an office, landscaped with permanent planting and back of this, a sales ground. The idea is the same as a chain grocery. By bringing the plants near to the customer, the Nursery can give better service. These units can also carry fertilizer, tools and garden ornaments.

"Don't think you can meet chain store competition by cutting prices," said Mr. Chadwick, "but you can meet it by service from these sales units. Have your plants labeled and with prices on. Use artificial lights to attract customers after dark. Tie up the plants you carry here with your local advertising."

Other points stressed were to set up mass arrangements of plants and try to sell the complete set-up and also to change displays from time to time, so that there is always something new for the customer to see.

At its last meeting the Arkansas Plant Board laid a quarantine against the shipment of black walnut Nursery trees from Virginia, West Virginia, and Pennsylvania into Arkansas, because black walnut canker has recently been discovered in those states. The sunken cankers on the trunks and limbs of walnut trees, caused by this disease, are as much as four feet in length, and there may be several cankers to the tree. Death results when a canker enlarges so as to completely encircle a tree. Whether the tree is girdled or not, the distortion of the trunk renders the tree valueless for lumber. The disease spreads from tree to tree by means of spores carried by the wind.

SPRING -- 1932

CAR LOTS

APPLE, CHERRY—1 and 2 years

ELM—Sizes up to 3 inch

MAPLE, SOFT—Up to 4 inch

MAPLE, NORWAY—Up to 1 1/4 inch

PEONIES—50,000, 3 to 5 eyes

BARBERRY—12/15, 15/18 and 18/24

SPIREA, V. H.—3/4 and 4/5

ARBOR VITAE, GLOBE—12/18, 18/24, 2/2 1/2 and 2 1/3

ARBOR VITAE, PYRAMIDALIS—3/4 and 4/5

PINE, MUGHO—15/18, 18/24 and 2/2 1/2

SPRUCE, NORWAY—Very bushy and compact, 18/24, 2/2 1/2, 2 1/3, 3/3 1/2, 3 1/4, 4/4 1/2 and 4 1/5

A general line of other items in lesser quantities.

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Established 1875

LARGEST NURSERY IN INDIANA

FREDONIA GROWN

Grapes, Currants, Gooseberries
Blackberries and Raspberries

A complete stock in all the standard varieties
including the new

Fredonia, Ontario & Portland Grapes

5,000 Extra fine 1 yr. 1 Downing Gby.

5,000 Extra fine 1 yr. 1 Red Jacket Gby.

SEND YOUR WANT LIST FOR QUOTATIONS

FOSTER NURSERY CO. Inc.

FREDONIA, N. Y.

Office and storage one block off Route 20

Your Advertisement In This Size Space

Will Go Into
Every State In the Union

\$9.40 per Issue

(Under Yearly Term, \$8.45)

AMERICAN NURSERYMAN

P. O. BOX 124

ROCHESTER, N. Y.

MISSOURI NURSERYMEN'S ASSOCIATION

William A. Weber, Afton, Secy.

Missouri Nurserymen's Association at its annual meeting elected E. A. Weston, Neosha, president; George Welch, Kelsey Nurseries, St. Joseph, vice-president, and William A. Weber, secretary-treasurer. Matters of importance to the Nursery industry of the state were discussed and a committee was appointed to formulate and introduce a lien law bill in the next state legislature which convenes in January 1933 in Jefferson City. The state is badly in need of a law of this sort. The association is taking the lead in endeavoring to have this bill introduced and passed, thereby giving the Nurserymen the same protection as other industries.

We are glad to report an increase of 15 members in our organization for the last year. General feeling among the Nurserymen today is that a betterment in the conditions surrounding the Nursery industry will probably be seen during the spring season.

William A. Weber, Secy.

A Garden Conscious Effect

May Be Attributed Directly to the Nurserymen's National Publicity Campaign

So that residents of the valley may become more interested in the beautification of their yards and gardens, the Wenatchee, Wash., Garden Club this year is purchasing books on gardening to be presented to the public library. Mrs. A. V. Shephard, president of the club, is chairman of the committee which has charge of selecting these books. These books will remain in the club for a month or two until club members have had an opportunity to peruse them and then they will be turned over to the library for use by the public.

At a recent club meeting L. H. Anderson, Columbia & Okanogan Nursery Co., talked on landscape gardening.

KENTUCKY NURSERYMEN'S ASSOCIATION

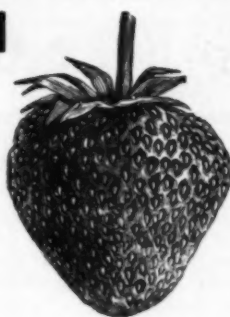
Alvin W. Kidwell, St. Mathews, Secy.

Seventh annual meeting Feb. 2, at Lafayette Hotel, Lexington, opened with President A. L. Heger, Covington, presiding.

Addresses on the morning program included talks on "My Landscape Experience During the Past Year" by N. R. Elliot, of the University of Kentucky, and "Research Problems of Interest to Nurserymen" by L. C. Chadwick, Ohio State University assistant professor of floriculture. The final speaker on the morning's program was Dr. W. A. Price, state entomologist, whose subject was "How Transient Peddlers Affect the Nurserymen and Ways to Help Curb the Practice." Dr. Price told how with each uninspected plant brought into the state by these itinerant peddlers the danger of bringing new plant pests into Kentucky was increased. Mrs. W. T. Lafferty, University of Kentucky, substituting for Mrs. James Darnell, spoke on "Kentucky State Parks and Possibilities for Developments." The afternoon program included talks on "How Nurserymen Can Help Our Beautification Project" by Mrs. James Means Robb, Nicholasville, state garden club president; and "Trends in the Nursery Business" by Prof. Chadwick.

Following discussions of problems of general interest, these officers were elected: President, R. L. Haag, Jeffersontown; vice-pres., Theo. J. Zollinger, St. Matthews; secy., Alvin Kidwell, Sparta; treas., Nicholas Verbarg, Anchorage; committeeman, Charles Michler, Lexington.

ALVIN W. KIDWELL, Secy.



Strawberry Plants of Quality

We Have a Full Line of Standard Varieties

	Per 1000
1,000,000 Mastodon, to the trade.....	\$7.50
1,000,000 Progressive	4.25
2,000,000 New Blakemore.....	3.00
500,000 Dunlap	2.25
3,000,000 Aroma	2.50

Great New Youngberry, a fine new Dewberry—fruits an inch long, come in right after strawberry crop. 125,000.....25.00

All prices f. o. b. here. We have all kinds of stock you may want.
SEND FOR TRADE LIST AT ONCE

J. A. BAUER

The Strawberry Plant Man

Judsonia, Ark., Box No. 45

LABELS FOR NURSERYMEN THE BENJAMIN CHASE COMPANY DERRY, N. H.



Japanese Roseflowering and Weeping
Cherries, Flowering Crabs

All Sizes

A. E. WOHLERT,

Narberth, Pa.

SEEDS

HERBST BROTHERS, Inc.
Agents for T. SAKATA & CO.
92 Warren St. NEW YORK

CONIGISKY'S HAND COLORED PHOTOGRAPHS

DOUBLE AGENT'S ORDERS
Shrubs, Perennials, Evergreens, Roses
in Life-Like Reproduction
CATALOG AND PRICE LIST FREE!
B. F. CONIGISKY 211-A Hamilton St.
Peoria, Ill.

BRISTOL'S TREES

Northern-grown, Hardy Evergreens
Forest and Ornamental Stock,
especially Red Pine
H. R. BRISTOL, Plattsburg, N. Y.

PIN OAK SEEDLINGS

Now is the time to plant Pin Oak, while they are scarce. The financial cloud will pass, so be ready for the bright days.
I also have a surplus in Cortland, Black Twig, Delicious, Jonathan, Willow Twig, Grimes and Winesap apple.

Arthur L. Norton, Clarksville, Mo.

CACO GRAPE Vines and Cuttings

C. D. WRIGHT

Hamburg, Iowa

HORTICULTURAL BOOKS

When in need of one or more books on Nursery practice or horticulture in any phase, apply for list (158 books) and price quotations to:

AMERICAN FRUITS PUBG. CO., INC.
P. O. Box 124, Rochester, N. Y.

Say you saw it in "American Nurseryman"

We Will Mail TRADE CIRCULARS PRINTED MATTER

Addressed to

"AMERICAN NURSERYMAN" LISTS

Your Mailing Problem Solved

The AMERICAN NURSERYMAN mailing lists are declared to be the most accurate in existence—the result of years of compilation and hourly revision to keep them up to date. Directory lists are necessarily incomplete and out of date. They are postage-killers.

A SUPERIOR DIRECTORY SERVICE

Send us your Trade Circulars, Price Lists, Bulletins, etc., for mailing out to our comprehensive lists of Nurserymen of U. S. and Canada, in any lots from 1,000 to 5,000 in certain states or sections if desired, at following rates:

	Per M
Lists rental	\$4.00
Addressing	3.50
Folding per fold.....	.75
Stamping	1.00
Mailing* (single inclosure).....	2.00

(Each additional inclosure \$1 per M)
Cash in advance required for postage stamps or other material supplied by us

*Special Mailing Charge—In cases where extra labor is required in order to conform to special government postal laws and regulations (Section 435½ P. L. & R.) as to sorting, etc.—\$2.00 per M extra.

Matter may be sent to us folded; Government stamped envelopes may be used; thus eliminating folding and stamping costs at this end.

Exclusive, Comprehensive Lists. Time Saving. Your Mailing Problem Solved.
AMERICAN FRUITS PUBG. CO.
P. O. Box 124 Rochester, N. Y.

Report of Interests To Take Over the Campaign

In the Event That the American Association of Nurserymen Does Not Care to Continue it—"Sponsored By A. A. N." Disappearing?—Criticism in Convention Gossip

One of the first problems faced by the Eastern Nurserymen's Association at its annual convention in New York City was a resolution to the effect that the association should confine its activities to quarantine matters [A. N., Oct. 1, 31 p. 135]. Several members opposed the proposition vigorously, declaring that this association, or a similar one, should protect and promote the interests generally of the Eastern Nurserymen.

The Nurserymen's National Publicity Campaign was discussed in this connection. Some members present felt that a large portion of the funds for the Campaign were provided by the East, but that the advertising was scaled down to meet the conditions in the West and that such advertising was absolutely without value to the Nursery interests of the East. One of the speakers said:

"Gentlemen, you will see that while the line, or legend, 'Sponsored by the American Association of Nurserymen' does now appear in very small letters in the corner where it can be found if thoroughly hunted for, this line will soon disappear if it has not already disappeared; and you will find interests controlling the Campaign funds at this time with plans prepared to take over the accumulated good-will created by this advertising campaign."

That, to be sure, is entirely sensible, as it would be a shame to have it go to waste

if the Nurserymen do not care to carry on as a body. But it would seem not unreasonable that the national Nurserymen's association should continue to get whatever credit it can obtain for the interest in the promotion of this advertising campaign.

Quarantine Cost

In a communication to the Florists Exchange, J. Horace McFarland, Harrisburg, Pa., quotes the Cleveland, O., Plain Dealer to the effect that Dr. C. L. Marlatt, chief of the U. S. Bureau of Entomology testifying before the House committee on appropriations said that \$1,423,560 was spent last year for control of the corn borer, whereas in Dr. Marlatt's opinion the pest has caused less than \$100,000 damage in 20 years and probably cannot be exterminated nor stopped in its spread.

Obituary

J. Edwards Tracy

Jonathan Edwards Woodbridge Tracy, one of the leading authorities on horticulture and seed raising in the United States and a descendant of the Rev. Jonathan Edwards, died recently at his home in Bristol, Pa., aged 55. He had been associated with the seed firms of W. Atlee Burpee Company and A. Dreer, Inc., of Philadelphia, and Edward C. Clark Seed Company, Milford, Conn. Mr. Tracy was for 23 years attached to the U. S. Department of Agriculture, traveling over the world on his official duties. For the last eight years he had been with D. Landreth Seed Company, Bristol.

SOUTHERN NURSERYMEN'S ASSOCIATION

W. C. Daniels, Secy., Pomona, N. C.

Nurserymen are sometimes termed "hard boiled." They can hardly be blamed for this, considering that they are always in hot water.

With this general comment by way of introduction the secretary of the Southern Nurserymen's Association in a communication to the members cites the letter by Owen G. Wood, Wood-Howell Nurseries [A. N. Jan. 1, p. 11] reporting alleged fraudulent acts of one "J. A. Weddington," alias "J. H. Davis," alias "Shadow," by way of warning to the membership.

Association members are asked to report to the secretary all dealings of an unsatisfactory nature, with Nurserymen, dealers or agents.

Delivery Refused—Riverside, Cal., Nurserymen were interested recently in the report that several shipments of Nursery stock infested with earwig had been refused delivery in Los Angeles.

Two of these shipments were from Portland, Ore., one was turned down after it had been sprayed twice. The earwig was first reported in the United States from Rhode Island in 1911. It does considerable damage in the garden, feeding on the foliage and fruit of a great number of plants.

SHADE TREES

Which have been properly root pruned and trained.

	Per 10	Per 100
Ash, White 6-8 ft.	\$ 5.00	\$ 40.00
" " 8-10 ft.	6.50	50.00
Birch, Cutleaf Weeping 6-8 ft.	12.00	100.00
" " 8-10 ft.	15.00	125.00
Birch, White 6-8 ft.	7.50	65.00
" " 8-10 ft.	10.00	90.00
" " 2-2½ in. caliper	22.50	
Birch, Yellow 6-8 ft.	5.00	45.00
" " 8-10 ft.	8.00	65.00
Catalpa Bungii 3-4 ft.	3.50	25.00
" " 4-6 ft.	4.50	35.00
" " 6-7 ft.	5.50	45.00
Elm, American, 8-10 ft.	6.50	55.00
" " 11-1½ in. caliper		
" " 10-12 ft.	8.50	75.00
Elm, Chinese 4-6 ft.	5.00	40.00
" " 6-8 ft.	7.50	65.00
" " 8-10 ft.	10.00	85.00
" " 1½-2 in. caliper	15.00	125.00
Japanese Flowering Cherry 3-4 ft.	10.00	75.00
" " 4-5 ft.	11.00	90.00
" " 5-7 ft.	15.00	125.00
Japanese Weeping Cherry, 5-6 ft.	20.00	175.00
Maple, Ashleaf 6-8 ft.	2.25	20.00
" " 8-10 ft.	3.00	25.00
" " 10-12 ft.	4.50	35.00
Maple, Norway 8-10 ft.	10.00	90.00
" " 11-1½ in. caliper	12.50	110.00
" " 1½-2 in. caliper	25.00	
" " 1½-2 in. caliper	35.00	
" " 2-2½ in. caliper	45.00	
Maple, Schwedlers 7-8 ft.	17.50	165.00
" " 8-10 ft.	20.00	185.00
Maple Silver, 6-8 ft.	3.00	20.00
" " 8-10 ft.	3.50	25.00
" " 11-1½ in. caliper	4.50	35.00
" " 1½-2 in. caliper	7.50	65.00
" " 2-2½ in. caliper	12.50	100.00
Maple, Sugar 8-10 ft.	12.50	100.00
Poplar, Lombardy, 6-8 ft.	2.50	15.00
" " 8-10 ft.	3.00	20.00

Write for Complete Wholesale Price List
Titus Nursery Company
Waynesboro, Virginia

PIN OAKS
ARONIA ARBUTIFOLIA
VIBURNUM RHYTIDOPHYLLUM
Samples and prices on request
LINDLEY NURSERIES, INC.
POMONA, N. C.

SEEDLINGS

CLEAN COAST GROWN

Carefully graded and packed so they will reach you in first class condition.
Apple, French Crab and Domestic
Cherry, Mahaleb and Mazzard
Pear, French, Bartlett, and Winter Nelis
Plum, Myrobalan
Maple, Norway

A very complete line of General Nursery Stock. Special attention is invited to the following:

Azaleas, Altaclare, Hinodegiri, & Mollis.
Daphne, Cneorum and Odora
Cherry, Japan, Upright and Weeping
Crabs and Thorn in variety.
Roses, Portland grown, none better.
Birch, Cutleaf Weeping, 1, 2, and 3 year.
Maple, Norway. Whips and Branched Tops.

Our soil and climate with the thorough cultivation given produces a very superior root system on all our stocks. TRY IT AND BE CONVINCED.

Portland Wholesale Nursery Company

East Morrison at 23rd St.
PORTLAND : : OREGON

PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford Delaware

THE WESTMINSTER NURSERY

WESTMINSTER, MD.

Offers at special prices California Privet, Lombardy Poplars, Oriental Planes, Shrubbery, Evergreens, Perennials, etc. Write for new price list.

EVERGREEN TREE SEED

WHITE PINE, SCOTCH PINE,
RED PINE, PITCH PINE,
RED SPRUCE, WHITE SPRUCE
NORWAY SPRUCE,
BLACK SPRUCE & HEMLOCK

Now Available
in Limited Quantities

Selected from the forests of Maine, New Hampshire and Vermont, and extracted at our Seed Extracting Plant by approved methods.

Certified date giving the approximate mean summer temperature and elevation of the trees from which the seed was collected, together with our latest purity and germination seed test report, will be attached to each separate lot of seed shipped.

We can also supply Norway Spruce and Scotch Pine Seed from selected areas in Europe.

Write for further information on New England Evergreen Tree Seed.

BROWN
SEED EXTRACTING PLANT
Berlin, N.H.
Desk JH

Again Active in the Trade

Walter E. Campbell, who disposed of his interests in the Elm City Nursery Co., New Haven, Conn., some years ago and has been engaged in landscape architecture in Greens-



WALTER E. CAMPBELL
Greensboro, N. C.

boro, N. C., has developed his Nursery equipment, Piedmont Gardens so that he is again active in the Nursery trade.

Day of Reckoning Ahead

IN his annual address to the members of the Rhode Island Nurserymen's Association this month, the president, Charles H. Groaton, Groaton Nursery, Providence, R. I., said:

"Cooperation between wholesale and retail Nurserymen in methods of selling should be given thought.

"The wholesaler who thinks he can go on forever cutting prices to the consumer in competition with the retailer has a day of reckoning ahead of him.

"I would like to see the retailers form a national organization and to control these unethical methods."

Greatest Single Hazard

In connection with recent revisions of Japanese beetle quarantine regulations, Lee A. Strong, chief of the administrative bureau said:

"The records of the road stations show that soil, either alone or with trees, shrubs, or plants, affords the greatest single hazard of long-distance spread of the Japanese beetle since infested soil harbors the insect in either the egg or grub stage. Plants are taken up for shipment and after arriving at their destination are planted with care to avoid disturbing the roots, thereby protecting from injury the immature beetles which may be present in numbers. Nursery stock from inside the regulated areas is shipped under close Federal supervision and is not certified by the U. S. Department of Agriculture until it has complied with requirements which in the judgment of the department insure that it is entirely free from infestation."

Mexican Cactus Exports

Mexican regulations prescribe that cacti intended for exportation from Mexico may be collected only from Jan. 1 to July 31 in any year. Collection of any kind of cactus fruits and seeds for exportation to foreign countries is prohibited. Exporters of cactus from Mexico must transmit to the Botanic Garden of Chapultepec, D. F., five specimens of the less common plants from each consignment to a foreign country.

Grade Count List

Offering large assortment in 3-grades.
If copy fails to reach you promptly send Air-Mail.

Ask for special prices on surplus varieties shown in "Who's Who" circular.
Early orders can have St. Louis delivery.

HOWARD ROSE CO

Hemet, California

Canterbury

Buxus sempervirens and B. suffruticosa at reasonable prices. Quantity production; selected and graded plants shipped on each order. Write today for new list of sizes and prices.

Canterbury Nurseries, Inc.
Box A, Easton, Md.

Boxwood

Chinese Elm

JAP. FLOWERING CHERRY
JAP. WEeping CHERRY
PAUL'S SCARLET THORN
FRUIT TREE SEEDLINGS

C. L. rates to some point near you.
Ask for trade list.

Washington Nurseries
TOPPENISH, WASH.

SCARFF'S NURSERY

Small Fruit Plants
Shrubs—Evergreens
And Lining Out Stock
Grown in the Heart of Ohio

Send for Complete Wholesale Price List
W. N. SCARFF'S SONS
NEW CARLISLE, OHIO

PEACH PITS
OUR PITS COMPARE FAVORABLY
WITH THE BEST
HOGANSVILLE NURSERIES
Hogansville, Georgia

Special Plate Book
80 COLORED PAGES
Special Sample Price \$1.50
PROCESS COLOR PRINTING CO.
Searle Bldg. ROCHESTER, N. Y.

The Outdoor Living Room
A Book for Every Home Owner
By L. W. Ramsey and C. H. Lawrence
A Guide for Nurserymen
Large 8vo., pp. 120, Illustrated
Postpaid: \$2.50
AMERICAN FRUITS PUBG. CO.
Box 124 Rochester, N. Y.

PERFECTION MARKERS

Plant Stakes
Nursery Markers
Row Markers
Plot Markers
Plant Labels

All made of galvanized steel. Last for years. Readily changed to make different markings. Card is glass covered. Let us help you mark your stock with certainty and economy.

Plant Stake
Card 1 1/4x3 in.

**NO WOOD STAKES TO PREPARE
NO PAINT TO PEEL**
Use Perfection Markers and be absolutely certain!
A trial will prove their worth.

Write for descriptive literature and remarkably low prices.

S-W SUPPLY CO. Nursery-Plot-Row-Markers
Girard, Kansas Card 2 1/2x4 1/2 inches

Rhododendrons, Kalmias and Azaleas

We can supply both collected and nursery-grown plants of the above in any quantities and sizes.

Orders booked now for fall and spring shipments.

LINVILLE NURSERIES
LINVILLE, NORTH CAROLINA

Price list upon application

Address all communications to:
L. A. and P. J. A. Berckmans, associates,
Washington Road, Augusta, Georgia

NURSERY TOOLS
LEONARD FULL-STRAPPED SPADES
KUNDE KNIVES AND SHEARS
Write for 96-page Wholesale Catalog
Illustrating over 600 Hand Tools
A. M. LEONARD & SON
PIQUA OHIO

PORTLAND ROSES

(FIELD GROWN - HARDY)

40 ACRES of the famous
PORTLAND ROSES of
many varieties and colors
all field grown and hardy.

Also TREES,
SHRUBS, and planting
material for Landscaping
Price List on Request

For Roses that will grow, we ship to all parts of the world
MOUNTAIN VIEW FLORAL NURSERIES, Inc.
341 E. 72nd St. Portland, Oregon

Mountain View Floral Nurseries, Inc.
341 E. 72nd St. Portland, Oregon
Please send me your new list of "Portland Roses."
Name
Address
City State

To Make Hit With Rock Garden Enthusiast

Study Plants as Hard as He Does, Says P. J. van Melle—Sales Increase in Diversified Offerings—Potted vs. Field Plants—Nursery School Ideas
Chester J. Hunn, New York State Agricultural College

New York Nursery School

Van Melle: "Rock Garden Plants"

Most people want an area left in the garden for an "outdoor fussing room." Rock gardening is an outlet for a lot of old materials. In the background are needed all kinds of shrubs. In the garden itself Chinese barberries, dwarf spireas and some still smaller *Genista sylvestris pungens*, *Globularia cordifolia*, etc. The dwarf spireas are *S. lucida*, *S. decumbens*. Then there is the *Narcissus minor*, *N. minimus*, etc.

If you want to make a hit with the rock garden enthusiast, study plants as hard as he does.

The greater diversity one has in rock garden plants, the more chance one has for a sale. Do not sow plants from seed but propagate asexually to be sure to keep desired strains. Mr. van Melle was very emphatic on this point and mentioned it several times. Rock plants should be carried as a side line and he thinks they should be in 3 inch pots and smaller plants should be in 2 1/4 pots, none in smaller. He likes potted plants better than field plants, for the former can be set out on the job where they are to go and will not dry out as soon as will field plants. Suggests a soil to be used for rock gardens of 1/4 leaf mold, 1/4 loam and 1/4 fine gravel.

Ground cover type of rock plants can be grown in large quantities for they are always in large demand.

Van Eseltine: Gave an illustrated talk, but all the information he gave could not be recorded. It came too fast and was relatively unimportant. Mimeographed sheet has all the varieties down, and he only mentioned the advantages of one variety over another.

Post: Talk on packing perennials which was not a contributory one. Any Nurseryman who had ever bought or sold a perenn-

Nursery To Supply 500,000 Trees

Minnesota legionnaires in 467 posts will plant half a million trees during 1932, according to Parker O. Anderson, state legion conservation chairman and professor at University farm, St. Paul.

"There are many opportunities for plantings. Memorial forests and groves or tree-lined highways can be dedicated to the memory of our soldier dead." Community parks can be planted and school grounds beautified. Trees will enhance Boy and Girl Scout camp sites. Individual homes will benefit from the shade and shelter of suitable trees. All these will count in the final total.

nial plant would know all that was included in this talk.

White: Method used in making balls from evergreen trees and Christmas wreaths and table centers from the same material. Very instructive and a large number attended, considering that it was the last thing on the program. Used winterberry, holly, coralberry and even barberry, very effectively. Nurserymen were much interested.

Coon brought out the point that the English holly, grown in Oregon, is much superior to *Ilex opaca*, and his customers will buy nothing else. Says it is a much darker green, etc.

Undesirable Advertisers Barred—Donald D. Wyman, of the educational committee of the New England Nurserymen's Association, commended the stand taken by the Boston Herald in barring from its columns undesirable advertisers who would use its garden advertising section. The association will ask other Boston newspaper proprietors to take similar stand.

An example for the management of newspapers in other large cities especially.

"Arrangements have been made with the Minnesota Nurserymen's Association whereby trees suitable for planting may be had at the lowest possible cost. Each district commander is naming a special district legion chairman to co-ordinate the work of the posts in his territory. The American Tree Association is cooperating by sending tree planting information to all Minnesota legion posts.

Memorial day has been designated for the state-wide dedication of all the memorial trees and forests planted up to that time. In most cases it will be a part of the regular Memorial day program."

Somewhat Belated Conclusion


In a review of recent development in merchandising methods William N. Taft says in Editor and Publisher:

"Manufacturers of electrical refrigerators have come to the somewhat belated conclusion that the established channels of distribution are better adapted to the needs of their product—specialized though these needs may be—than are other channels prepared for the handling of this class of merchandise. Even the huddles of installation and service, previously regarded as insurmountable, have been cleared by the larger stores without the slightest trouble, with the result that it is increasingly apparent that stores with volumes of a million a year and more are destined to be the biggest factor in assisting the electric refrigeration industry to achieve its new slogan of 'Another million in 1932'."

The S. & H. Co. Slogan—Woven into Burr Belden's artistic 1932 greeting on the front cover of the Jan. 1 issue of this journal is the new slogan he has originated for the Storrs & Harrison Co., Painesville, O.: "It's Not a GO Until It's Started," directing attention to the company's Treasure Chest. The candles the company lighted on its 77th Christmas tree disclosed a novel setting in true Belden style, in the previous issue.

Joe Bulk, Bulk's Nurseries, Babylon, N. Y., recently addressed the Amityville, N. Y., Garden Club.

Lining Out Stock.



One of the most complete lists published of
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Nursery Trade Bulletin

Walter Hillenmeyer, Lexington, Ky., is now a member of the legislation committee of the Kentucky Horticultural Society.

Request for catalogues and lists of "young plants, seeds and all Nursery articles" is made by Centr-Exper-Institut For Fruit Culture, Kozlow, Union of States Soviet Russia.

Nursery Trees Quarantined—Fruit trees to the number of 53,110 in Arkansas Nurseries were quarantined last season, pending culling and disinfection, on account of San Jose scale; 125 fig trees were destroyed on account of nematodes.

George C. Robinson has purchased the Flagstaff Floral and Nursery Company, of Flagstaff, Cal. The new owner was at one time manager of the company and is a florist, Nurseryman and landscape artist of note.

T. L. Jacobs, manager Piggott, Ark., Nurseries, is a member of the Arkansas Plant Board, succeeding E. H. Ballard whose term expired. The election was by the Arkansas Nurserymen's Association. Mr. Jacobs is connected with the Benton County Nursery Co. and the Bentonville Wholesale Nursery Co.

In three suits brought for appointment of receivers, an action in court in Ripley, W. Va., W. A. Gold and A. F. Gold were named as plaintiffs. Properties affected are those of the Davis Orchard Co., Gold Nursery Co., and Clifton Orchard Co., in the vicinity of Mason City, W. Va. Receivers are: A. F. Gold, W. A. Gold and L. S. Ruttencutter.

A Long Time Undertaking—Commenting on the 50th anniversary of the N. Y. Expt. Station, Geneva, N. Y., Director U. P. Hedrick said: "Agricultural research is a long-time undertaking and cannot be speeded up. Air and water, iron and gold, ether and atoms are inanimate and can be dealt with in quantity and at all times; but plants and animals are animate and go through a cycle that the experimenter cannot hurry. Fruit trees require several years to mature."

Strawberry Industry—Strawberry plant culture is one of the big little industries of Arkansas. Maryland, Michigan and Oregon are large shippers but the records show that Judsonia, Ark., ships more strawberries than does any other town in the country; plants at times going out in carloads. Six other Arkansas places send out large quantities. Florida, Texas and California are among the heavy users. To supply this demand 23 varieties are grown, the principal demand being for Klondike, Missionary and Aroma.

Boxwood Sale Suit

Wescott Nursery Company, East Falls Church, Va., filed suit in Arlington Circuit Court Feb. 3 for \$500 against Phebe Comley, administratrix of estate of George A. Comley, deceased, Leeway, Va. The Nursery company alleges that it purchased boxwood plants from Comley and paid \$500 for them. When possession was sought, the firm was restrained by the owners of the property, it is alleged.

A sign in the exhibit by the Weller Nurseries, Holland, Mich., at the Chicago convention seemed particularly significant, in view of the general complaint that prices are not maintained. It is a good slogan when lived up to:

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Nurseryman Elected Five Times

Thomas Marks, of Thomas Marks & Co., proprietor of the Wilson, N. Y., Nurseries, was recently re-elected president of the Niagara County Farm Bureau Association for the fifth consecutive year.

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Pennsylvanians May Ask for Retaliatory Laws

Large Concerns on National Basis Feel Aggrieved by Practice in States Requiring Special License to Do Business Therein—Discussion

It developed at the convention of the Pennsylvania Nurserymen's Association that several members doing a wholesale and retail business on a national basis feel aggrieved by the fact that numerous states require a special license from Pennsylvania Nurserymen before the latter are permitted to do business in those states. Some of these requirements are regarded as particularly burdensome, some concerns having to pay \$150, more or less, in addition to the annoyance.

Under present laws, it is admitted, these states have the right to require that outsiders who want to do business therein shall register with the agricultural department and pay a fee for this "service"; but it was generally believed it was distinctly unconstitutional for the State of Washington, for example, to require that Pennsylvania and other Nurserymen in the East shall pay a \$5 fee before they are permitted to buy Nursery stock in Washington and have it shipped to an address within Washington.

While it was readily understood that it might be legal to compel a \$5 or \$10 fee before Pennsylvania products could be shipped into that state, it is believed in a general way that other states that have similar restrictions would also prevent outside Nurserymen from buying plant material in their respective states and have it shipped from a local Nurseryman intrastate. These restrictions were believed to be unconstitutional, against public policy and to interfere with interstate commerce illegally.

The legislative committee was instructed to make an effort to have these regulations modified; and if that be impossible, to have reciprocal legislations enacted by the State of Pennsylvania.

Norman Barnes, Barnes Nursery and Orchard Co., Wallingford, Conn., this month addressed New London County fruit growers on orchard practice.

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RHODE ISLAND NURSERYMEN'S ASSOCIATION

Chas. Kempenaar, Portsmouth, Secy.

Rhode Island Nurserymen's Association in convention Feb. 3 at Biltmore Hotel, Providence, was urged by President Charles H. Greateon to endeavor to secure legislation "to prevent Nurserymen from outside of the state using Rhode Island as a dumping ground for inferior Nursery stock." Members of the association and guests from Massachusetts and Connecticut present



CHARLES H. GREATON, Providence, R. I.
Retiring Pres., Rhode Island Association

totalled 60. The program as published was followed closely.

President Greateon in his annual address said that business in the future would probably be done on a smaller margin of profit in view of the unfavorable conditions and advised the members to operate with a careful supervision of expenditures and planning.

The president stressed the fact that advertising should be given more consideration by all Nurserymen. "Sales can be increased ten-fold or more through the proper handling of this medium," he declared.

Regarding department store competition, the speaker advised improved merchandis-

ing methods and increased advertising to meet it. He urged members to seek advantageous legislation to aid their business and recommended standardization of plants, with some method of grading so that plants could be labeled as to their quality.

Officers elected: President, Charles Morey; secy., V. A. Vanicek; treas., W. A. Hollingsworth.

Ingle Nursery Co. Expansion

Ingle Nursery Company, Oak Park, Ill., doing business in the western suburbs of Chicago for the last 57 years, before the present owners were born, is establishing headquarters at 7709 Lake Street, River Forest, in the Struble Building. It will take over the vacant lot to the west and will make of it one of the beauty spots of River Forest, putting in rock gardens, shrubbery and flowers in season. The opening will be on March 1. George W. Ingle, founder of the business, lives in Oak Park, but the son, William C., and the latter's brother-in-law, Earl R. Jay, formerly of Elgin, are the present operators. The Ingle Company has Nurseries in Camptown Township, Kane County, Ill., west of St. Charles.

Eight Trade Organization Points

In his annual address at the convention of the Northern Retail Nurserymen's Association in Minneapolis, President E. M. Sherman suggested these points for consideration; Code of ethics; vigilance committee; restoration of the executive session at conventions; national retail Nurserymen's organization within the A. A. N.; quantitative purchasing of such materials as lumber, paper, shingle and plate books; study of the taxation of Nursery stock; cooperative advertising, and investigation of competition from fly-by-night jobbers and growers.

Has Connecticut This—Dr. G. P. Clinton, botanist at Conn. Agl. Expt. Station, asked Connecticut Nurserymen at their annual meeting to inform him if they learn that Connecticut has a chestnut tree more than 25 feet in height, four or five inches in diameter at base that is free from blight.

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Semi-Monthly
\$2.00 Per Year

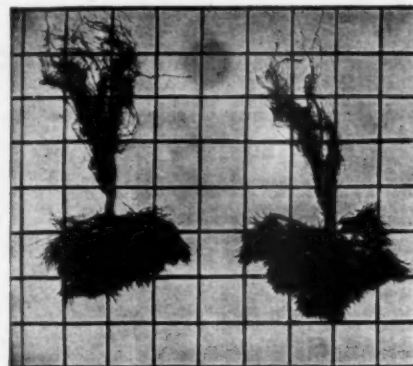
ABSOLUTELY INDEPENDENT
AUTHORITATIVE



Pfitzer Juniper



Hill Dundee Juniper



Mugho Pine 6 to 8 inch xx
Squares in background are two inches apart

HILL EVERGREENS

Famous since 1855

Juniperus chinensis	0	6-8 in.	\$ 20.00
"	0	8-10 in.	25.00
"	xx	12-18 in.	100.00
"	xx	18-24 in.	150.00
Juniperus chinensis pfitzeriana	xx	8-10 in.	80.00
"	xx	10-12 in.	100.00
"	xx	12-18 in.	200.00
Juniperus communis depressa	xx	8-10 in.	100.00
"	xx	10-12 in.	120.00
Juniperus communis depressa aurea	xx	6-8 in.	120.00
"	xx	8-10 in.	180.00
Juniperus communis depressa plumosa	xx	8-10 in.	100.00
Juniperus excelsa stricta	xx	6-8 in.	50.00
"	xx	8-10 in.	75.00
Juniperus horizontalis douglassi	xx	8-10 in.	100.00
Juniperus japonica	xx	8-10 in.	100.00
Juniperus sabina	xx	6-8 in.	80.00
"	xx	8-10 in.	100.00
Juniperus sabina horizontalis	xx	6-8 in.	100.00
Juniperus sabina Von Ehron	xx	8-10 in.	150.00
"	xx	10-12 in.	200.00
Juniperus virginiana	xx	18-24 in.	150.00
"	xx	2-3 ft.	250.00
Juniperus virginiana cannarti	xx	12-18 in.	800.00
Juniperus virginiana glauca	xx	12-18 in.	400.00
Juniperus virginiana kosteri	xx	8-10 in.	80.00
Juniperus virginiana pyramidalis	xx	8-10 in.	100.00
Pinus mugho	xx	6-8 in.	80.00
"	xx	8-10 in.	180.00
Pinus nigra	x	8-10 in.	50.00
"	x	10-12 in.	70.00
"	xx	10-12 in.	120.00
Pseudotsuga douglassi	xx	8-10 in.	60.00
"	xx	10-12 in.	80.00
"	xx	12-18 in.	180.00
"	xx	18-24 in.	280.00
Thuja occidentalis	xx	6-8 in.	40.00
"	xx	10-12 in.	60.00
Thuja occidentalis douglassi aurea	xx	10-12 in.	75.00
Thuja occidentalis douglassi pyramidalis	xx	6-8 in.	75.00
Thuja occidentalis Little Gem	xx	6-8 in.	75.00
Thuja occidentalis pyramidalis	xx	8-10 in.	50.00
"	xx	10-12 in.	75.00
"	xx	12-18 in.	200.00
"	xx	18-24 in.	250.00
"	xx	24-36 in.	300.00
Thuja occidentalis recurva nana	xx	6-8 in.	50.00
"	xx	8-10 in.	75.00
Thuja occidentalis rosenthalii	xx	6-8 in.	40.00
"	xx	8-10 in.	50.00
Thuja occidentalis wareana	xx	6-8 in.	50.00
"	xx	8-10 in.	75.00
Thuja occidentalis woodwardi	xx	6-8 in.	50.00
"	xx	8-10 in.	80.00
Tsuga canadensis	xx	8-10 in.	150.00
"	xx	10-12 in.	250.00

0—Indicates seedlings. Each x indicates one transplanting.

25 of the same variety and size at the 100 rate, 250 at the 1000 rate.
We allow 3% discount and box free when cash accompanies order.

Hill's Evergreen Grafts

	100	1000
Juniperus chinensis albovariegata (White Leaf Chinese Juniper)		
Grafts, 8-10 inch	\$25.00	\$200.00
Juniperus chinensis pyramidalis blue (Column Chinese Juniper)		
Grafts, 8-10 inch	25.00	200.00
Juniperus chinensis pyramidalis green (Column Chinese Juniper)		
Grafts, 8-10 inch	25.00	200.00
Juniperus chinensis sargentii green (Sargent Juniper)		
Grafts, 8-10 inch	25.00	200.00
Juniperus chinensis sargentii blue (Sargent Juniper)		
Grafts, 8-10 inch	25.00	200.00
Juniperus communis depressa, Vase Shaped		
Grafts, 8-10 inch	25.00	200.00
Juniperus communis depressa aurea (Golden Prostrate Juniper)		
Grafts, 8-10 inch	25.00	200.00
Juniperus communis depressa prostrata		
Grafts, 8-10 inch	25.00	200.00
Juniperus japonica (Japanese Juniper) (Procumbens)		
Grafts, 8-10 inch	25.00	200.00
Juniperus japonica nana (Hill Japanese Juniper)		
Grafts, 8-10 inch	50.00	200.00
Juniperus sabina horizontalis (Bar Harbor Juniper)		
Grafts, 8-10 inch	25.00	200.00
Juniperus sabina von ehron (Von Ehron Juniper)		
Grafts, 8-10 inch	25.00	200.00
Hill's Silver Juniper		
Grafts, 8-10 inch	25.00	200.00
Blue Moon Juniper		
Grafts, 8-10 inch	50.00	200.00
Juniperus squamata meyeri (Meyer Juniper)		
Grafts, 8-10 inch	25.00	200.00
Juniperus virginiana cannarti (Cannart Redcedar)		
Grafts, 8-10 inch	25.00	200.00
Juniperus virginiana elegantissima (Goldtip Redcedar)		
Grafts, 8-10 inch	25.00	200.00
Juniperus virginiana glauca (Silver Redcedar)		
Grafts, 8-10 inch	25.00	200.00
Juniperus virginiana pyramidalis hilli (Hill Dundee Juniper)		
Grafts, 8-10 inch	25.00	200.00
Juniperus virginiana schottii (Schott Redcedar)		
Grafts, 8-10 inch	25.00	200.00
Picea pungens kosteri (Koster Blue Spruce)		
Grafts, 8-10 inch	75.00	200.00
Pinus tanyosho (Japanese Table Pine)		
Grafts, 8-10 inch	30.00	250.00

Send for a copy of Hill's Trade List. Descriptive catalog with illustrations in colors will also be sent on request

D. HILL NURSERY CO.

Evergreen Specialists - Largest Growers in America

DUNDEE, ILL.

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